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MEDIOS Y GOBIERNO EN LA PROTESTA: ANÁLISIS DE LA COMUNICACIÓN EN UN CONTEXTO AUTORITARIO

Authors

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Abstract

El presente trabajo tiene como objetivo analizar las relaciones que se afirman entre la cobertura noticiosa internacional y la política digital del presidente cubano Miguel Díaz-Canel Bermúdez en Twitter después de un período de protesta social, situándose dentro de la literatura en expansión sobre los medios y el flujo de información en países autoritarios. El conocimiento acumulado sobre el tema recoge datos de grandes países autoritarios, como China (Cai, 2010; Stockmann & Gallagher, 2011; Chen 2012), sin profundizar que los medios e Internet en pequeñas naciones también han informado periódicamente sobre protestas sociales, incluidas, y quizás particularmente, algunas grandes y significativas. La pregunta central de esta investigación es ¿qué relaciones se fortalecen entre la cobertura noticiosa internacional y la política digital del presidente cubano Miguel Díaz-Canel Bermúdez en Twitter después de un período de protesta social? Para responder a esta pregunta, el trabajo recurre a la política digital como marco de análisis y toma el caso cubano como referencia por ser uno de los Estados latinoamericanos más autoritarios del planeta (véase Informe The Economist, 2022). La muestra está integrada por la veintena de tuits publicados desde la cuenta @DiazCanelB y las 14 informaciones desde medios noticiosos internacionales que reflejaron la protesta social ocurrida en Cuba en julio de 2021. A través del análisis de contenido cualitativo y la ayuda del software Voyant Tools , se recapitulan dichos mensajes y se analiza el contenido de los mismos, la frecuencia y la temática, aumenta el porcentaje total y parcial, el uso del lenguaje y las correlaciones entre ambos corpus de estudio. La temporalización se establece desde el 11 de julio de 2021 (día en que inician las protestas) y hasta el 18 de julio del mismo año (fecha en que se cumple una semana de estas). Esta investigación a los medios sociales dentro de un gobierno autoritario consolidado como el cubano, revela una dualidad en la comunicación de la política que no son excluyentes entre sí y que abonan al mismo sentido. Por un lado, la que se manifiesta a partir de los medios sociales y por otra, el encuentro que se establece entre los medios y las fuentes que ocuparon para su actividad. Hay en las dos un sentido de utilidad considerable, que en caso de gobiernos autoritarios pudiera pensarse que no se refleja así. Lo que pasa es que al no depender de cuadraturas conceptuales rígidas, el concepto de política digital nos permite adentrarnos en este escenario y obtener respuestas acordes a cada contexto.

Key Words

comunicación digital, política digital, autoritarismo, Twitter, análisis de contenido, Cuba

A socio-technical analysis of factors affecting consumer engagement in livestream shopping: evidence from structural equation modeling and fuzzy set qualitative comparative analysis

Authors

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Abstract

Live streaming shopping is advancing at an amazing speed in China and gaining traction worldwide. It has been proved that customer engagement plays a vital role in retaining customers and boosting the sales of products. However, very little research has been carried out on the topic. In light of the socio-technical approach, media richness theory, social identity theory and social support theory, a theoretical framework was established to explore the antecedents of consumer engagement. The proposed hypotheses were verified by analyzing the response of 298 livestream consumers through structural equation modeling(SEM) and fuzzy set qualitative comparative analysis (fsQCA). According to SEM results, multiple cues, personal focus and identification with the streamers are positively related to both emotional and informational support, which further lead to customer engagement. However, immediate feedback is linked to informational support but not emotional support. The fsQCA findings also confirmed the significance of consumer engagement and provided the configurations that enhanced consumer engagement. The research has both theoretical and practical significance.

Key Words

livestream shopping; consumer engagement; Socio-technical approach; mixed methods; media richness

The desiring and fading of originality: The contradictions of platformization and women's cloth production of China

Authors

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Abstract

Platformization theory is widely adopted to study media transformation or digital labor. Since all activities of these labors are mediated by platforms, they are also necessarily shaped by platforms in some way. This study attempts to cut through another lens, focusing on how Taobao regulates the production, operation, and sales models of its e-shops under the logic of platformization, and how the women's apparel industry, with original design at its core, responds.

Past research of Chinese e-commerce has focused on what emerging occupations and corresponding subcultures have been shaped by the growth of platforms (e.g., Lin & de Kloet, 2019), and how the digital labors are disguisedly exploited by platforms (e.g., Ding, 2021; Sun, 2019). This study examines how a platform has reshaped the production and sales logic of women's apparel industries in the digital era using the theory of platformization. We put the changes in Taobao as a platform back into the process of platformization process happened in China and globally. Specifically, the study adopted a field study with original design women's clothing e-shops on Taobao to place the changes of these e-shops in the context of societal change and continuous process of platformization.

Unlike e-shops that buy off-the-shelf products from factories and sell them through Taobao, the owners of these original design e-shops see themselves as entrepreneurs. However, Taobao is fully acknowledged the influence of *wanghong* (internet celebrity/key opinion leader) economy (Liao, 2021) and disciplined all the women's clothing e-shops in such way. Therefore, in order to include themselves in Taobao's promotion system to be introduced to potential customers, these small and medium-sized Taobao e-shops had to shelve and presell new products, present enough sellers show, participate in online shopping festivals, and regularly broadcast live to customers.

This study chose original design women's clothing e-shops whose offices are located in Shanghai. Shanghai is the economic center in China and is famous for fashion related mega-events. Our interviews, which took place between 2019 and 2021, included e-shop owners, customer service, purchasing, operations, and designers. These e-shops all include design and production processes rather than just buy off-the-shelf products from factories for sale. In-depth interviews were conducted with 31 practitioners from 11 original design women's clothing e-shops, including a total of 2 men (both customer service) and 29 women.

This study proposes that Taobao has promoted a *wanghong* economy as the model around online shopping festivals. The matrix composed of short videos, seller shows, and pre-sale live-streaming

prescribed the way e-shops shelve their products. Taobao's "consumer first" philosophy in response to competition from other platforms has exploited practitioners' time, making it impossible for original design e-shops to cope with the increase in returns alongside sales. Moreover, Taobao requires practitioners to pay unlimited emotional labor, prompting practitioners to communicate with customers through a set of technical strategies and emotional norms, otherwise it will be difficult to survive in Taobao and have to opt out.

Key Words

Platformization, Taobao, Alibaba, emotional labor, *Wanghong* economy

Manufacturing couples: Teamwork, Imagined Interaction and Reluctant Performance of Chinese Xinghun Groups

Authors

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Abstract

Although homosexuality was decriminalized in 1997 and depathologized in 2001, only 21% of China's population accepts homosexuality. Another striking piece of data is that 94% of China's self-reported LGBT population is under the age of 34 (Statista Research Department, 2018). It should be noted that around this age, the pressure of getting married and giving birth is greater. Xinghun (Formality marriage) is one of the strategic solutions for LGBT people in China and other Asian countries where filial piety is advocated to deal with social pressure. While *Xinghun* can be seen as a strategic solution to social pressures for the LGBT community, it is often the beginning of the trial rather than the end. There has been a growing amount of scholarly interest in Chinese *Xinghuners* and how they behave in the conflict of "being gay" and "being self" in recent years.

In order to "fit in" with mainstream society, Xinghun couples need to work as a "team" and perform collaboratively. The popularity of social media has complicated the passing practice of Xinghun couples. Drawing on imagined interaction theory and dramaturgical theory, this study explores how *Xinghuners* design interactions in advance and present themselves as a "team" in both online and offline worlds.

Based on 15 in-depth interviews, this article generates a typology of 4 main themes *Xinghun* couples engaged in before and in their marriage. Imagined interactions are emphasized by each theme to highlight the physical and mental, online and offline preparations *Xinghuners* have made. "Imitating normal couples" and "reluctant performance" are the most common strategies adopted by the respondents. On self-presentation, *Xinghuners* are empowered to play as a husband/wife, control information, and be their true selves as needed thanks to the polymedia context. It is argued that even though *Xinghun* suggests an obedient attitude towards traditional China's filial piety culture and mainstream social values, *Xinghuners* managed to gain more freedom through their "reluctant performance" and swinging-among-platforms practice. By examining this process, it concludes that *Xinghuners* are by no means the winners in this battle, and the social significance of *Xinghun* should not be overestimated either. This study complements existing *Xinghun* studies that focus solely on the self-presentation of *Xinghuners* in face-to-face communication.

Key Words

Xinghun, identity, self-presentation strategy, imagined interactions

How does loss-versus-gain message framing affect HPV vaccination intention? The mediating roles of discrete emotions and cognitive elaboration

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Abstract

Background: Gain and loss framing has been widely adopted in health communication to persuade the target population to make healthier behavioral choices (Rothman et al., 1999). However, the relative effectiveness of gain- and loss-framed messages is still uncertain (Updegraff & Rothman, 2013), with limited empirical evidence from China. Furthermore, previous studies on framing effects attached great importance to the cognitive process but largely overlooked the affective process, which is inappropriate since framing is tightly associated with emotional arousal (Ort et al., 2021). To address the existing gaps, this study focuses on HPV vaccination among Chinese female college students and examines the underlying psychological mechanism of the framing effect by incorporating emotional and cognitive factors simultaneously. Drawing upon the cognitive-functional model for discrete emotions (Nabi, 1999) and the elaboration likelihood model (ELM, Petty & Cacioppo, 1986), we built a serial mediation model in which discrete emotions (i.e., fear, anxiety, and hope) triggered by gain and loss framing would stimulate cognitive elaboration, which further leads to HPV vaccination intention. Our efforts overcome the simplistic perspective when exploring framing effects (Nabi et al., 2020) and afford a detailed understanding of how framed messages function in the health promotion setting.

Methods: Upon IRB approval, a single-factor (loss-framed message vs. gain-framed message) randomized between-subjects experimental design was implemented in September 2022 with 195 female college students as participants recruited from Chinese universities. Each participant was randomly assigned to one condition and finished the pre-test, message reading (a mockup loss- or gain-framed WeChat article regarding HPV vaccination released by municipal CDC), and post-test.

Results: Randomization checks confirmed the randomness of the participant assignment and manipulation checks confirmed the success of the experimental manipulation. Multiple linear regression disclosed that framing has no direct effect on vaccination intention. Mediation analyses found that neither cognitive elaboration nor discrete emotions mediate framing's effect on vaccination intention. However, results lent credence to the serial mediation process with hope and cognitive elaboration as sequential mediators ($b = 0.027$, $SE = 0.017$, $95\% CI = [0.001, 0.067]$).

Specifically, compared with loss framing, gain framing promotes hope ($b = 0.48, SE = 0.18, p < .01$), which in turn facilitates cognitive elaboration ($b = 0.34, SE = 0.11, p < .01$) and leads to HPV vaccination intention ($b = 0.16, SE = 0.08, p < .05$). We also built paralleled serial mediation model and adopted structural equation modeling to cross-validate the findings, and the results were nearly identical.

Conclusions: Our findings bolster the statement that cognitive and affective responses to framing should be jointly examined when studying how framing influences behavioral outcomes (Nabi et al., 2020). Furthermore, certain discrete emotions (e.g., hope) serve as prerequisites for cognitive processing, which conforms to the tenets of the cognitive-functional model for discrete emotions (Nabi, 1999). Regarding the different mediating roles of the three discrete emotions, a viable explanation is that negatively valenced emotions (i.e., fear and anxiety) may be already evoked in the face of HPV threat, making loss-framing manipulation redundant. However, as a positively valenced emotion, hope can be activated by the gain-framed message to strengthen efficacy belief in averting the severe threat and stimulate in-depth processing of the message. Moreover, cognitive elaboration's stable predicting effect on vaccination intention resonates with ELM, revealing that framing's effectiveness can only be achieved when being cognitively processed. In terms of practical implications, our study contributes to health promotion by emphasizing the importance of nurturing hope when facing serious health threats and the comparative advantage of gain framing in the Chinese context.

Key Words

Framing effect, discrete emotions, cognitive elaboration, HPV vaccination

Reinforce or Deconstruction? A mixed method research on female images in Chinese stand-up comedy-GEN/ESN Joint Session

Authors

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Abstract

With the popularity of Internet video variety shows, stand-up comedy finds a brand-new stage for performances, of which *Rock & Roast* is a phenomenal case. Stand-up comedy is becoming a part of Chinese popular culture, at least among certain young, educated, urban audiences, and a popular way in which many young people express themselves and talk about social concerns humorously. In 2020, female stand-up comedian Li Yang talked about sexism and the “normal but confident man” with sarcasm in *Rock & Roast*, which triggered fierce arguments and made gender issues an important topic in Chinese stand-up comedy.

Despite the expressions of female comedians, men are still the majority of stand-up comedy performers in China, which is a common phenomenon in the production of popular culture. Previous research has found that, under such a background, when female appears in this culture, it is either in ways that uncritically reinforce the stereotypical image of women with which we are now so familiar, or they are fleetingly and marginally presented (Angela McRobbie & Jenny Garber, 1991).

This study focuses on the gender aspect of stand-up comedy in China, especially the portrayal of female images in comedy performances, whether the social stereotypes are reinforced or deconstructed. In order to investigate the female images in Chinese stand-up comedy and thoroughly explore the power struggles behind its construction, content analysis and critical discourse analysis are applied to 192 collected performances in *Rock & Roast Season 3-5*. Findings suggest that Chinese stand-up comedy does break the social stereotypes of women, especially in romantic relationships. Women are no longer the powerless but presented as a "Sassy Girlfriend", with a henpecked husband or boyfriend. However, the female images are found to be identical and restricted to a few topics, such as being a mother or a wife, appearance anxiety and body shame under fame gaze, while other topics like career and academic are rarely mentioned.

The study continues to find that the female images in female comedians' performances are different from those in male performances. Female performers tend to present women's dilemmas in a more critical and aggressive level, through which they describe a woman who challenges, resists and defies patriarchy. Sometimes they adopt self-deprecation and even present themselves as an extravagant and frivolous "bad woman". While in male comedians' performance, women often appear as a mother or wife, and they are either the people to be made fun of or the supporting roles in a story. The study also points out that the sexism inherent in patriarchy still remains in Chinese stand-up comedy unconsciously, no matter what gender of the performer.

Moreover, the prevalence of consumerism, capital involvement and censorship policies also influence the portrayal of female characters in Chinese stand-up comedy.

Key Words

Stand-up comedy, female image, gender stereotypes and popular culture.

Working together and challenging the field: The network for critical communications research (Germany) and its concept of critique

Authors

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Abstract

In 2017, the Network for Critical Communication Research (Netzwerk Kritische Kommunikationswissenschaft) was founded as a response to theoretical and research-based gaps in German-language communication research. The aim of the network is to meet current (financial, ecological, political and social) crises by reintroducing the concept of “critique” to the field from which it is largely absent. We understand critique to be an *attitude* as well as a *means* of research. Critical communication research, in our understanding, must therefore also be a critique of (and response to) processes of knowledge production and practices in the field itself. This understanding stands at the core of our activities - regardless specific theoretical differences.

Our concept of critique is linked to broad but fractured critical traditions and a range of critical theory perspectives. The aim of this paper is not to discuss the historical background and developments of these traditions. Rather, we present our understanding of critique as the glue to bridge theoretical differences located within the critical realm. We do so by means of five theses of what critique is, namely: (1) Critique is based on the recognition that research is socially grounded and is historical in its core. (2) Critique is not theoretically abstract, but practice-oriented, thus materialistic and emancipatory in essence. (3) Critique is normative. (4) The goal of critique is the deliverance from suffering. (5) Critique is a necessary component of transformative research, which aims at making a decisive contribution to a democratic (not market-forced) transformation in media and communications. This paper addresses the theoretical derivation of these theses and its epistemological assumptions.

Advocating for a radical pluralism of identities, perspectives, and opinions toward the goal of collective emancipation, our concept of critique distances itself from reductionisms, dogmatisms, and opens up complexity through self-reflexive research that is also self-critical. It serves the socio-ecological transformation, which can only be understood intersectionally. This critique is emancipatory because it aims at the free development of human beings under the condition of their universal plurality. We hope to share these insights so that similar networks of emerging scholars might grow in other regions of the world.

Key Words

critique, network, Germany

Media and The Politics of Social Movements: A Critical Study on Odisha

Authors

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Abstract

Social movements are significant in shaping the political and social landscape of a society. In India, the state of Odisha is no stranger to social movements. The state has a rich history of social movements, with a large number of movements emerging in the pre & post-independence period (Shah, 2004). The role of media in these movements has been critical in shaping public opinion, bringing issues to the forefront, and fostering public awareness. Importantly, media as a key factor in shaping public opinion and driving social movements has been a topic of intense debate and research in recent years (Dutta, 2011).

The state of Odisha in India provides an interesting case study for examining the interplay between media and the politics of social movements. In this critical study, we examine the ways in which media has influenced and been influenced by social movements in Odisha over the past few decades (Das & Padel, 2020).

The paper critically examines the role of media in social movements in the state of Odisha, India. It further investigates the different types of media platforms available to the public, and their effectiveness in creating communication and voice infrastructures and also in forging solidarity for social movements (Dutta, 2011). The study also analyzes the way in which media can either support or undermine social movements, and the factors that influence this.

The study primarily explores the politics of social movements waged by people in relation to 'development projects' in Orissa in the last two decades. It examines the trajectory and nature of people's resistance vis-a vis such development projects specifically in the broader context of post-1991 neo liberalization of Indian economy (Raj, 2017). Drawing on the history of displacement and rehabilitation of the state since independence, the project undertakes an attempt to understand the critiques of the people on 'development projects' and examine the internal organization, perspectives and dynamics associated with such social movements. The research considers three major movements namely, Baliapal movement in Balasore district against the missile range, the Gandhamardhan movement against the Bharat Aluminum Company (Balco) project and the Chilika movement against the Tata and government of Odisha combine shrimp project which in many ways mark the genesis of 'people's movement' in post-colonial Odisha.

The study uses framing (Snow, 2013) and frame analysis (Gamson & Goffman, 1975) as the theoretical frames to examine the select social movements in Odisha. The study employs a qualitative research design. It utilizes both primary and secondary sources of data, including in-depth interviews with key stakeholders in social movements, as well as analysis of media coverage

of these movements. The primary data is collected through semi-structured interviews with key stakeholders, including social movement leaders, activists, media personnel, and academics. Secondary data is gathered from various sources such as academic journals, newspapers, magazines, and online sources. The key informants were selected based on their experience and involvement in social movements, as well as their perspectives on the role of media in these movements.

Key Words

Media, Social Movements, Odisha, Communication, Politics, Development, Displacement, Social Change

A Study of Cultural Adaptation among Mixed-marriages in Mumbai

Authors

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Abstract

Terms of Enquiry: This paper examines the process of Cultural Adaptation through the constructs of Intercultural Sensitivity, Cultural Perception, Cultural Shock, Cultural Distance and Cultural Markers among ethno-linguistic families. It also aimed to investigate levels of Cultural Adaptation (low, moderate and high) vis-a-vis role of demographic profile of the respondents (gender, age, mother tongue, family structure, immigrant generations).

Sampling: The purposive sampling method was used to select multiple ethno-linguistic families for the study. Along with purposive sampling, volunteer sampling and snowball sampling were also used. In other words, mixed-marriage families have participated in this study wherein the bride and bridegroom share different mother tongues. Demographic variables like mother tongues and immigrant generations were considered while choosing the families. A total of 18 ethno-linguistic families and respondents from 15 different mother tongues participated in the research study who belong to different parts of India but currently residing in Mumbai.

Research Method: The data was collected by using the questionnaire. A 10-item Likert scale was developed and preliminary data were conducted. The scale was prepared by using 5-point-Likert response options viz. *strongly agree, agree, uncertain, disagree and strongly disagree*.

Results and Findings: The findings suggest that there is a significant difference ('P'-value $0.00 < 0.05$) between Intercultural Sensitivity, Cultural Perception, Cultural Shock, Cultural Distance and Cultural Markers. Intercultural Sensitivity (Mean Rank = 205) is the most dominant facilitating construct among others. There is no significant association ('P'-value > 0.05) found between demographic profile of the respondents (gender, age, mother tongue, family structure, immigrant generations) and the level of Cultural Adaptation. None of the respondents indicated a high level of Cultural Adaptation.

Conclusion: The findings emphasize on the importance of these five constructs in the process of Cultural Adaptation. None of the respondents showed a high level of Cultural Adaptation which highlights the diversity and multiculturalism of India in the families despite having a partner from a different culture.

Key Words

Cultural Adaptation, Diversity, Ethnicity, Migration, Mixed Marriages, Mumbai

Too late for warnings? Representation of Climate Change in Editorial Cartoons in Kenya During the U.N. Climate Change Conference COP27 period- ESR/ESN

Authors

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Abstract

Climate change issues have been attracting a lot of interest globally in the last decade. Partly because the media have given climate related issues reasonable attention. Media representation of issues of public interest and coverage of events plays a key role in shaping public discourse. One way through which media reports on issues is through the use of editorial cartoons. Cartoons provide avenues of passing important messages in a satirical way, are usually loaded with meanings and bound up with communicative elements which could be subject to multiple interpretations, hence the need for the messages to be decoded. Informed by this background, this study explores how editorial cartoons in Kenyan newspapers portrayed climate change during the month of November 2022. This period was selected because the COP27 global climate conference was held within the month. The selected newspapers were The Daily Nation and The Standard newspaper which are the leading daily newspaper publications in Kenya in terms of readership and circulation. Using criterion sampling, the researchers identified four editorial cartoons (two in each newspaper) then qualitatively analyzed the images through semiotic analysis. While the study currently ongoing, initial findings unravel some key themes such as helplessness, passing blame, what had been warned about has already happened. In addition, the warnings are portrayed as yielding very little and the public seems to have other priorities. Informed by these findings, the researchers recommend that there is urgent need to move from warnings to concerted efforts in creating actionable solutions. Furthermore, communicators in the environmental space should consider prioritizing involvement and inclusion of cartoonists to influence public discourses on climate change matters.

Key Words

climate change, editorial cartoons, newspapers, COP27

Empire for Democracy: The NED, USAID, and US Media Imperialism since the Cold War - INC/ESN Joint Session

Authors

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Abstract

This paper takes a historical and political economy analysis of civil society and media production programs through the US Agency for International Development (USAID) and National Endowment for Democracy (NED). In conversation with histories of the Cultural Cold War, scholarship on US democracy promotion, and theories of media imperialism, I explore how US strategies and methods of influencing politics, media, and civil society have evolved over time. USAID was involved in media and political influence campaigns alongside partner organizations like the US State Department and CIA since its founding in 1961. USAID then worked closely with NED neoliberal democracy promotion programs since the NED's founding in 1983. The NED and USAID supported pro-US media and civil society around the world, from Nicaragua in the 1980s to Syria in the 2010s, with the aim of undermining and eventually replacing unfriendly governments. These programs synergized with hard-power programs of US military action, backing armed insurgents, and economic sanctions against targeted nation-states.

I argue that USAID and the NED became key players in strategies to promote US foreign policy abroad through creating and supporting friendly foreign media and civil society groups and coordinating them to influence foreign political and military conflicts from the late 20th to early 21st centuries. To do this, I use public and internal documents from the NED, USAID, and their collaborators documenting US programs in foreign conflicts in conversation with relevant scholarship and journalistic reporting on broader US mobilization of media and civil society to promote US economic and national security interests abroad. My research considers questions of how information and media regarding foreign conflicts is produced and distributed to the public and how US supported media and civil society networks can promote and obscure US intervention in foreign conflicts. Exploring these questions through institutions like the NED and USAID advances scholarly understanding of the relationships between media, civil society, war, and US foreign policy and will help the broader public have informed and critical engagement with official narratives and policy regarding officially designated enemy states.

Key Words

democracy promotion, international relations, political economy, history, imperialism, war, propaganda

Framing Corruption News: The Emotional Effects of News Frames on Corruption Perception, Political Trust and Government Image

Authors

Dr. Yufeng Xia - School of Journalism and Communication, Tsinghua University

Abstract

Background:

After the 18th National Congress of the Communist Party of China, the new leaders in China illustrate strong determination of anti-corruption, from the central to the local, many corrupt officers have been arrested or sued. The government expects to gain more support from the people and decrease corruption perception by the prevailing anti-corruption actions. While corruption perception, political trust and government image are influenced by news frames and the aroused emotions, hence the study aims at investigating the underlying mechanism.

Theoretical Framework:

News frames convey specific interpretation of the framed issue, and the framing effect were investigated in information processing, effects on attitudes and opinions, and political behavior (Lecheler et al., 2015). Limited studies investigated how different corruption news frames affect corruption perception, political trust and government image. With the arrival of social media and prevailing anti-corruption actions, more pieces of corruption news are released online. The most common corruption news can be classified by related official ranks (the central official and the local official) and news frame (the corruption news, the black history and the anti-corruption news). The current study is going to explore to what extent the different corruption news frames affect corruption perception, political trust and government image.

Exposure to news frames is found to cause specific emotional reactions in former studies, and these reactions will mediate framing effects on information processing and opinion formation (Kühne & Schemer, 2015). Therefore, the current study posits that emotions function as mediators for the effect of corruption news frames on corruption perception, political trust and government image. And the study also explores to how does this mediated effect change for different types of corruption news frames.

Method:

The current research applied experiment and pretest - posttest research design: using computer to complete the pre-test questionnaire in quiet environment on the first day; on any day between the 13th day and the 30th day, the experiment part includes reading corruption-related social media information on computer, and complete the post-test questionnaire. A total of 300 university students participated in the study in Guangzhou, China.

Results:

First, different corruption news frame (2 kinds of official ranks × 3 kinds of speech frame) has different influence on corruption perception, political trust and government image evaluation: compared with the news related to municipal officials, the news related to central government decrease corruption perception much more; the "corruption news" frame elevates the political trust of political system; the "black history" frame lowers the evaluation of government image; and the "anti-corruption news" frame lowers the political trust of political system, while elevating the image evaluation of government at all levels.

Second, the emotions elicited by the corruption news function as mediators for the effect of corruption news frames on corruption perception, political trust and government image: positive emotion induces the decrease of corruption perception and the increase of government image evaluation, while negative emotion induces the increase of corruption perception and the decrease of government image evaluation.

Key Words

Corruption News; Framing Effect; China; Social Media; Experiment

Framing the 21st Century US elections: China's English-language News Media on Twitter - INC/ESN Joint Session

Authors

Ms. Fangyuan Liu - Hong Kong Baptist University

Abstract

Abstract

While the US presidential elections are widely covered in the global news media, their treatment in China's international news media remains a largely under-researched area. This longitudinal study – covering a span of nearly two decades - aims to fill the existing gap in political communication scholarship. The paper explores how the two decades of changes in Chinese politics, culture and society have influenced the tweets of US presidential elections in China's official media – focusing on *China Daily*, *the Global Times*, CGTN (China Global Television Network) and Xinhua News Agency. The Chinese media have become a larger part of the global public information sphere, and therefore, the paper argues, it becomes increasingly significant to examine the communication efforts of Chinese government to influence the news consumers overseas (Thussu, 2018).

Existing research has invoked more empirical studies of China's globalizing media, such as their news frames, narratives within constantly evolving geopolitical contexts. Many scholars have focused on the use of political frames in news media content (e.g., Kuang & Wei, 2018; Murphy & Vilceanu, 2014; Semetko & Valkenburg, 2000). In the Chinese context, Kuang and Wei (2018) noted that both official and non-party newspapers frequently use the leadership frame when reporting on politically sensitive issues, with non-party newspapers also repeatedly framing these issues as conflicts. The use of leadership and conflict frames in Chinese international news media requires further investigation. While framing analysis were mostly conducted through content analyses, the application of network analysis in news frames needs additional attention.

Scholars have started to use a network approach to explore the proactive role of Chinese international media in influencing public opinion abroad. For example, Murphy and Vilceanu (2014) conducted a semantic network analysis of *China Daily* and Xinhua News Agency from 1979 to 2011, and found that both news outlets depicted China as 'a developing economic powerhouse', and also showed an increasingly critical attitude towards the US in the coverage. Huang and Wang (2019) also used a network approach to explore China's diplomatic strategies on Twitter and its efforts to communicate with social media users overseas.

Using a centering resonance analysis (Corman et al., 2002), this paper applies the semantic network analysis to study the communication efforts of China's international news media when it comes to US election-related content on Twitter. Specifically, this paper aims to explore the key political issues most frequently associated with each election year (2004, 2008, 2012, 2016, 2020), who are the users that interact with the official new media accounts, and to what extent does the China-US binary opposition shape the Twitter content. The paper analyzes the tweets containing

the keyword 'US election' posted by @ChinaDaily, @globaltimesnews, @CGTNOfficial (and its related accounts), @XHNews (and its related accounts) in the five US presidential elections and highlights the main findings of this pioneering research exercise.

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Key Words

US elections, China's Media Go Global, Twitter, Semantic Network Analysis.

Language ideologies and technology development: results from a systematic review- INC/ESN joint session)

Authors

Ms. Melissa Gasparotto - Rutgers University

Abstract

In recent years, a critical mass of researchers in computational linguistics (CL) and allied fields have begun speaking out on the problem of bias introduced during the language modeling process (Bender, et al., 2021; Basta, et al., 2019; Bender & Freeman, 2018). Current practices in the field of natural language processing (NLP) may reinforce stereotypes, stigmatize non-normative speech, and prevent the full enjoyment of access to public discourse online (Blodgett, 2021). Additionally, linguists have noted the “colonizing discourses” around the adoption of technology related to indigenous languages (Bird, 2020, p. 3504). Others have made the case that the resulting bias in machine learning applications results in “epistemic injustice” (Fricker, 2007), which is a type of harm caused to someone in their capacity as a knower, as well as a structural form of prejudice against differing ways that individuals and communities make sense of their lives (Migoli & Rasu, 2021). Such findings have real world consequences for information seeking and use, individual self-expression, political participation and community self-determination.

There is therefore an urgency to consider the question of bias and justice in the context of so called “low-resource” languages for which corpora are currently in development, in the hopes of avoiding these discriminatory outcomes and instead promoting the production of technologies that facilitate, rather than hinder, the expression of linguistic rights. Across Latin America, a rapid increase in the amount of digital material available in minoritized (mostly indigenous) languages spoken in the region has been observed (Cassels, 2019; UNESCO, 2015). Additionally, a number of indigenous language corpora and models are currently under development throughout the region (Mager, et al., 2018). Given that “poor data quality in high-stakes domains can have outsized effects on vulnerable communities and contexts” (Sambasivan, et al., 2021, p. 1), it is clear that the continued push to bring indigenous languages into the digital environment could benefit from a holistic consideration of digital linguistic inclusivity that includes an examination of bias in the underlying communications technologies.

Linguistic justice has recently been proposed as a framework for evaluating NLP systems (Nee et al, 2022), a major step in this direction given the fact that the literature on the social dimensions of language have largely failed to engage with critical investigations of data work and language corpus development. In the interest of furthering such interdisciplinarity, the current paper is a systematic review exploring how NLP researchers working on Mexican indigenous languages address the potential for harms resulting from corpus building and language model development practices. The work is a step towards investigating how data scientists and computational linguists are thinking about the methods they employ, and it extends the conversation about bias and fairness in NLP to

more non-English language contexts. As a result, the author suggests that the concept of language ideology can be a fruitful framework for socially situating the construction of language technologies.

Key Words

language ideology, linguistic justice, critical data studies

Communicating romance like a man? Comparing masculine self-presentations by contestants in the Bachelorette USA and South Africa - GEN/ESN Joint session

Authors

Dr. Mthobeli Ngcongco - University of the Free State

Abstract

The study of social role expectations for men and women has been instrumental for a better understanding of gendered communication. Although much of the research has focused on behavioral similarities and differences in formal contexts, research helping us to understand social roles in informal contexts remains underappreciated. The area of romance presents a fruitful social context in which to comparatively study gendered manifestations of strategic self-presentation. In particular, successful masculine interpersonal communication strategies can be better understood within the context of initial romantic encounters. In addition, research is yet to come to terms with cultural variations in these masculine self-presentation strategies. Using the first seasons and first episodes of the *Bachelorette* USA and South Africa franchises, this study fills this gap through a comparative analysis of three masculine self-presentation tactics of small talk, self-disclosure and emotional adjustment used by male contestants (N=47) in these two shows when introducing themselves to the main romantic interest for each season. Although gender can be conceptualized as a spectrum, I use the show's normative framing of gender as a binary. The paper investigates the following research questions:

RQ1: Which masculine impression management tactics, frequency and intensity are used by contestants in the Bachelorette USA?

RQ2: Which masculine impression management tactics, frequency and intensity are used by contestants in the Bachelorette South Africa?

RQ3: What are the similarities and differences with respect to how masculine impression management tactics, frequency and intensity are used by contestants in the Bachelorette USA in comparison to contestants in the Bachelorette South Africa?

A qualitative textual analysis suggests minor similarities and stark differences in how self-presentation is used by the contestants. The primacy of social role theory then seems to find support through the data in so far as men exhibiting important overlaps in levels of application in the use of impression management tactics when attempting to make a good impression on a love interest. Although there are overlaps in the types of tactics used and success levels however, they are used with differing intensity and rewarded according to the conformity of each to the social role expectations cross culturally.

Key Words

Masculine self-presentation, first-impression, initial romantic encounters, reality television

Emotionality in Environmental Reporting in China : An empirical exploration based on the Green News Edition of Southern Weekly-ESR/ESN Joint Session

Authors

Ms. MEIQI PENG - Student, school of journalism and communication, Tsinghua University

Abstract

Emotional expression in news reporting is regarded as a challenge to professionalism and is often conflated with tabloid practices, sensationalism, bias, commercialization, etc. (Peters, 2011). But as Tuchman famously argued, objectivity is nothing more than a 'strategic ritual' in news production. In recent years, the dichotomy between emotionality and rationality in journalism has been gradually broken, and the emotional labor hidden behind news texts has been gradually revealed. Wahl-Jorgensen (2020) proposes that emotion has been involved in the fields of news production, news texts and audience participation, and the 'strategic ritual of emotionality' in news texts is parallel with the principle of objectivity by reviewing the main achievements of recent years' research on emotion. By combing the existing academic literature, we can find that the place of emotion in journalism, especially in news reporting has been confirmed in a large number of journalism studies.

As a special branch of journalism, environmental news is both scientific and journalistic. The objectivity in environmental news reporting has always been debated. One view holds that: It is impossible for environmental news reporting to completely follow the standards of objectivity, and listing various of views to achieve the 'perfect balance' will confuse readers. Environmental journalists not only need to be recorders, but also need to use professional judgment to interpret news events (Tong, 2015). They often play their advocacy role through emotional expression to realize the function of consensus mobilization in environmental news reporting. However, emotionality in environmental news reporting is still less discussed in China.

Southern Weekend is a quality paper with wide influence and credibility in China. In 2009, it established the first green news edition of Chinese newspapers, focusing on in-depth environmental news reports such as ecology and health, making it a pioneer in environmental news reporting in China. Therefore, this paper selects the environmental news reports texts on the green news edition of *Southern Weekend* from 2017 to 2021 as the research object, conducts an empirical exploration on the emotionality in environmental news reports, and focuses on the presentation, tendency and application of emotions in the text.

The major research approach in this paper is content analysis under the positivism paradigm, the researcher coded the texts of 271 selected reports and counted the use of emotions. Effective measurement of emotions in news is a new topic. Based on the research results of Wahl-Jorgensen (2012) and Stenvall (2014), Chinese scholar Chen Yang (2020) developed a set of indicators for

measuring emotions in Chinese newspapers for the first time, which is also the main reference of the scale used in this paper.

The results of the study show that even in environmental news reporting, which requires scientific and rigorous, emotions still play a very important role and are presented in different ways in most environmental news stories. The reported texts often show a more negative emotional tendency, which is not only related to the mission and function of environmental journalism at the beginning of its birth to expose problems and awaken public consciousness, but also related to the position and values of newspapers and the role cognition of environmental journalists.

Due to China's unique political environment and news censorship system, environmental journalists often use strategic ways such as 'outsourcing' 'rendering' and 'metaphor' to show the emotions to readers. Emotions have actually been implied in the production of environmental news. This paper provides a new approach for us to understand how quality paper and their journalists exert their subjective initiative in the process of news production practice in the context of China, and how the core logic of 'emotion' shapes the value norms of professionalism in journalists under the current digital news environment.

Key Words

environment communication, environmental journalism, environmental news reporting, emotionality, narratives emotions, Chinese journalists, China environmental news, content analysis

Sociotechnical imaginaries within AI industry in Quebec and in Poland: how do AI creators imagine the future and "intelligent" machines?

Authors

Ms. Ola Siebert - UQAM

Abstract

Since the Turing's Imitation game, the discipline of computer science and fictional narratives nourish our perceptions and sociotechnical imaginaries around artificial intelligence (AI). While 'intelligent' machines are often associated with 'masculine' virtues such as the reason and logical and mathematical thinking, AI industry has been trying to tackle traditionally separate emotion/rationality questions in computer systems by developing different and holistic understanding of intelligence in e.g., Artificial General Intelligence (AGI) and affective computing. Meanwhile, science-fiction narratives in mainstream media still represent artificial intelligence in a binary way. On the one hand, 'intelligent' machines either threaten, enslave, or kill humans; on the other hand, they are emotional and sentient beings. Thus, many AI researchers are calling for more "sophisticated stories about AI" (Dave, Dihal and Dillan 2021: 9). At the same time, AI creators were often described as devoid of emotions and "antisensual" people, who encode, in their algorithms, stereotypical representations of race and gender. Their imaginaries seem to be embedded in the oppressive relations of power (Benjamin 2019; Noble 2018). Yet, they often imagine themselves as explorers, inventors and time-space travellers. Such nostalgic visions follow their projects, which often project towards unknown and unattainable futures.

As there is still little knowledge about AI creators and their own sociotechnical imaginaries, my research will contribute to a better understanding of who they are, how they approach future technologies and what frames of reference they use to imagine and to create artificial intelligence systems. Throughout my research, I adopt Josanoff (2015)'s definition of sociotechnical imaginaries, understood as,

(...) collectively held, institutionally stabilized, and publically performed visions of desirable futures, animated by shared understandings of forms of social life and social order, attainable through, and supportive of, advances in science and technology (4).

While using methodologies such as transdisciplinarity, 'bricolage' and 'crystallization' and intersectionality, I consider and compare different socio-historical and geographical contexts. As cybernetics is frequently associated with the Anglo-Saxon and more particularly, with the Northern American environment, many ignore how quickly and robustly AI technologies develop in other parts of the world, such as in Eastern European countries, especially in Poland. This leads me to believe that sociotechnical imaginaries could differ from one AI creator to another, depending on their gender, sexual orientation, disability, age, social class, race or country of origin and/or work environment.

Having been still in process of gathering data through short questionnaires and semi-directed interviews with 20 Quebec/Canadian and Polish AI creators, I can already present certain results around differences between sociotechnical imaginaries. Those reflections are particularly relevant for diversity-related questions in AI industry. According to the WIRED survey (2018), only 12% of machine learning researchers are women. Another study underlines, that “less than 14% of authors of AI research papers are women; and women are under-represented at 17-18% across the largest online global data science platforms” (Nesta UK, 2019). There is even less data for non-binary AI creators. Therefore, I am looking at different AI creators from diverse AI industries (software engineers in international corporations, but also those working in smaller incubators, university students as well as artists) who, depending on their gender and sociohistorical context, may look at AI machines from varied and plural perspectives.

Key Words

Sociotechnical imaginaries

Artificial intelligence

Nostalgia studies

Gender in AI industry

"Board Game": Domestication Practice of User's Algorithm Consciousness and Algorithm Autonomy Consciousness under the Background of Digital Advertising Precision Marketing

Authors

Ms. Guo Xiaoxin - School of Culture and Media, Central University of Finance and Economics

Abstract

- In the context of deep media, various applications that rely on algorithmic code connect people's food, clothing, and transportation. However, most of the existing studies have explored the current forces of technological change from the perspective of algorithms, while few have explored the process negotiation and game between users' algorithmic and algorithmic autonomy consciousness from the perspective of users. Moreover, unlike other advancing technologies, AI has been shown to have a degree of autonomy and the ability to make self-determined decisions based on the environment, yet most users remain unfamiliar with this implicit awareness driven by AI. Following this finding, i.e., studies have further shown that while algorithmic engineers give them specific procedures, the algorithms themselves are also updating and evolving themselves, resulting in a "mimetic subjectivity" with automatic cognition, decision making, and execution of routine tasks.
- Therefore, the user's algorithmic awareness, which corresponds to the algorithmic autonomy awareness, was brought to the status of an important knowledge concept, and after Brahim et al. first operationalized the concept of user's "algorithmic awareness" into five specific dimensions, the concept of "algorithmic awareness" was able to have a relatively clear definition. Only after Brahim et al. first operationalized the concept of users' "algorithmic awareness" into five specific dimensions, the concept of "algorithmic awareness" became relatively clearly defined, namely "content filtering awareness", "automatic decision making awareness", "human-computer interaction awareness", "algorithmic Persuasion Awareness" and "Ethical Consideration Awareness". However, the concept of "algorithmic persuasion awareness", i.e., the awareness that algorithms are used to influence users' attitudes and behaviors, has not been clearly verified by empirical materials, so the absence of this dimension in algorithmic awareness directly led to the consideration of this study. Based on this, this study takes "domestication theory" as the research perspective and uses qualitative interviews to conduct a process analysis of whether, how and how Gen Z users perceive and negotiate algorithmic awareness in the context of digital advertising and precision marketing, and to explore whether and how algorithmic awareness affects users' attitudes and behaviors in order to reflect on the challenges that the rising status of algorithms poses to users' sense of self, and revisit the profound impact of algorithmic awareness on people's daily practices.
- The study finds that the algorithmic consciousness of users contributes to the reverse domestication of users by algorithms under the consideration of utilitarianism, while the structural

factor of the social system as a chessboard rule determines that users and algorithms always act as pawns in a cycle of domestication practices. The study thus provides a contextualized understanding of domestication theory, thus promoting its further revision and development in the digital context.

Key Words

Algorithm consciousness; Behavior targeting; Domestication theory; Social system

The Ethical, Social and Democratic Shortfalls of the Role of Standards in the EU's Approach to Artificial Intelligence Governance

Authors

Ms. Naira López Cañellas - Technological University Dublin

Abstract

Striking the balance between the protection of European values [1] and the exploitation of data-driven technologies has been a subject of much investigation in Europe's research and policy-making institutions in the past decade (Smuha, 2021; Savage, 2020). This piece seeks to contribute to bridging the two sides from an interdisciplinary perspective by way of a systematic literature review.

The paper draws upon the findings of a representative sample of 350 peer-reviewed articles on the topic of AI Policy and Ethics, from a grand total of 2753 relevant entries found in the database *Web of Science*. [2] The core themes identified during the review of the state of the art are later analysed and, where relevant, alternatives and complementary measures to fill in the gaps are put forward.

The key findings are presented in the following thematic sections: (a) the ambivalent interaction between *green* and *digital* EU policy (Bolger et al., 2021; Brown, 2015); (b) the limited vision of Labour Law reforms in the context of the gig economy and Industry 5.0 (Ponce del Castillo, 2021); (c) the democratic deficit of the European *New Legislative Framework* in both economic and political terms (Curran et al., 2016; Veale & Zuiderveen Borgesius, 2021); and (d) the misalignment between R&D investment in AI and societal concerns (Ulnicane, 2022; McFadden et al., 2021).

On the other side of the spectrum, interrogating the gaps between discourse and practice proves to be equally revealing. Despite the ubiquitous emphasis on interdisciplinary research, a certain division of topics by discipline remains apparent: questions of bias detection and human-robot collaboration primarily stay in the technical domain, while issues of privacy and surveillance seem to be the almost exclusively dealt with from a more sociological point of view (Smuha, 2021; Sartori & Theodorou, 2022). Similarly, technical disciplines seem to be far more reticent to incorporate critiques of neo-imperialism or to adopt comprehensive strategies to uphold sustainability and fundamental rights protection (Ponce del Castillo, 2021). Instead, the research hereby presented finds that these disciplines tend to insist on an allegedly *apolitical* attitude towards technological innovation, and are proponents of minimal state intervention (Brown, 2015; Sartori & Theodorou, 2022).

The analysis gives rise to a set of recommendations which seek to add a more techno-sceptic stance to the European institutional approach to AI regulation and development. The conclusion highlights the need for an expansion in the recognition of both individual and collective fundamental rights, upheld through the diffusion of mandatory, early-stage impact assessments to ensure a high degree of independent scrutiny (Mantelero, 2022). This proposal goes beyond the

need to increase public trust in AI and the democratic quality of its current governance mechanisms, and towards contributing to the development of more socially and environmentally responsible AI in the long term.

[1] As laid out in the Lisbon Treaty and the EU Charter of Fundamental Rights.

[2] For the purposes of this research, 2016 was chosen as the starting year, as it is often referred to as the dawn of the current uniquely prolific period in AI academic research (Kerr et al., 2020).

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Key Words

European Union; Artificial Intelligence; Policy; Ethics; fundamental rights; digital transition

Reality Television and its role of the mediator in the South African Society

Authors

Ms. Sylvia Matlala - The Independent Institute of Education-The IIE

Abstract

The popularity of reality television has increased in South Africa. Reality television programmes used to focus on dramatic and scandalous tales from people of lower social classes. However, conflict resolution or "help" reality shows have emerged more popular on South African television screens since the debut of *Khumbul'ekhaya*, a programme that tries to reconnect family members with their kin. Instead of adapting American TV brands, South African producers now create reality shows that speak to the country's problems and psyche. This study investigates the use of reality television as a tool for community and nation building. It examines the ways in which the *No Excuse Pay Papageld!* (No excuses! Pay child maintenance) and *Utatakho* (Your Father) television programmes try to help families re-establish ties with their father figures. The shows play the role of the mediator between families as it explores the absence of father figures. The chosen shows are examined in this study using a textual analysis. It is essential to analyse this emerging genre of reality television within the South African history and context. At least four episodes of each show are analysed to interrogate the themes of fatherhood, nation-building and the role of the helper or mediator that these shows acquire.

Key Words

Reality Television, Mediator, Nation-building, conflict resolution. Fatherhood

The Dissident and Docile Bodies in Protest Media in Iran

Authors

Ms. Dina Dorari - PhD Student

Abstract

In this paper, I examine how the body, as an indispensable political medium, has been fundamental in Iran's revolutionary uprising that began in Tehran on September 16, 2022. Specifically, I focus on the circulation of videos and social media posts related to the songs "Baraye" and "Salam Farmande" and discuss how they represent the human body as a key medium of political communication. Shervin Hajipour's song "Baraye" emerged from the series of protests and civil unrest against the Iranian government as a reaction to the death of 22-year-old Mahsa Amini. The ongoing protests under the banner "Woman, Life, Freedom" sparked global reactions and inspired creative insurgency, a term that Kraidy (2016) uses to describe playful responses to a "revolutionary situation," or a set of circumstances that compel individuals to turn to creative forms of collective action and challenge the status quo. "Baraye" has become the de-facto manifesto of the protests. Following a TikTok campaign urging users to nominate the song, "Baraye" even won the Best Song for Social Change Award at the 65th Annual Grammy Awards. On the other hand, the leader of the Islamic government in Iran had previously reacted to "Baraye" by boasting about their pro-state song "Salam Farmande." This pro-regime song generated its own creative interpretations among protesters. Through an analysis of the circulation of the videos associated with both songs—"Baraye" and "Salam Farmande"—on social media and the public reactions to them, I demonstrate how the Iranian people have creatively used their bodies in political ways to show their separation from the occupying regime in Iran. Specifically, I map the portrayal of dissident and docile bodies, in the Foucauldian sense, on the social media posts around these two songs. In doing so, I argue that in repressive and violent regimes like the Islamic Republic in Iran, social media provides an important tool for people to challenge the legitimacy of the state by courageously using their bodies to communicate politically and express their dissent.

Key Words

uprising, Iran, creative, protest, body, song, Baraye, Salam Farmande, media

Capturing Climate Claims: A computational text analysis of energy company press releases - ESR/ESN Joint Session

Authors

Ms. Julia Cope - Annenberg School for Communication, University of Pennsylvania

Abstract

To combat the threat of climate change, the United States must drastically reduce its emissions of greenhouse gasses. Rifkin (2011) posits that we are currently in a third industrial revolution defined by distributed energy and information creation and improvements to sustainability. However, the industries that reinforce the existing carbon dependent economy remain powerful and growing. In 2022, ten of the 100 largest American companies were non-renewable energy companies (Fortune 500, 2022), and reducing global emissions directly conflicts with their businesses. With consumer pressure for environmentally friendly practices, energy companies are incentivised to persuade people that they are taking climate action, while not necessarily making substantial changes (Hall, 2007). What do American energy companies say they are doing to mitigate climate change? How do they use misleading or unsubstantiated environmental claims in an attempt to bolster their reputation?

To characterize how the energy industry frames the climate issue in the public eye, I will compare five years of press releases from the ten largest American energy companies (ExxonMobil, Chevron, Marathon Petroleum, Phillips 66, Valero Energy, Energy Transfer, ConocoPhillips, Plains All American, Enterprise Products Partners, and Exelon) (Fortune 500, 2022). This data is ideal to answer my question because press releases are a key means by which companies influence the public's opinion about and understanding of companies' responses to climate change.

By using supervised machine learning, I will select climate change related passages upon which I will conduct a textual analysis. There are about 37,000 press releases in total from the companies between 2017-2022, but not all of these press releases are related to climate change. Machine learning is well equipped for analysis of large textual datasets at scale and is an underutilized method in the climate change communication literature (Laud et al., 2023). I will use ClimaText, a publicly available dataset of climate related claims, to train a machine learning classifier to detect climate change related claims in my corpus and categorize the claims as either supported or misleading (Varini et al., 2020; Diggelmann et al., 2020; Diggelmann, 2023). Then I will conduct a close reading of the climate related passages with an eye for future oriented speech such as commitments to climate research and development, pledges to reduce emissions, or requests for specific emissions related policy.

One contribution of this work is the creation and application of a machine learning classifier to the topic of climate change discourse in the energy industry, which is an understudied intersection (Laud et al., 2023). Another contribution of this work is the textual analysis of future-oriented climate claims made by energy companies in press releases. I expect energy companies to focus on

their operational energy efficiency and to favor incentive systems such as a carbon capture tax and carbon offsets, which tokenize emissions as a tradable commodity and reinforce an economy running on carbon emitting practices.

This project is part of an effort to look systematically at climate change claims made by large industries in the US.

Key Words

emissions, corporate discourse, natural language processing, public relations, press releases

Whose in Class for UNESCO's World Heritage?: From the Aswan High Dam to the "problem" of housing in Vancouver's Chinatown - CPT/ESN Joint Session

Authors

Mr. Stephen Li - Simon Fraser University

Mr. Joseph Nicolai - Simon Fraser University

Abstract

During the same period where critical discussions were taking place on the future of international communication as embodied in NWICO, developments in the communication of the past through global heritage regimes were emerging. Through a historical political economic analysis of the Aswan High Dam's development (1967–1971) and Nubian Monuments, we reveal deep contradictions of class in culture evident in the birth of UNESCO's World Heritage Centre (WHC). Far from being a historical matter, these contradictions are put in discussion with the current preparation of Vancouver's Chinatown for WHC listing. Drawing from discussions on socialist and capitalist realism (Fisher, 2009; Smythe, 1979), we show deep restructuring of a sites meaning by dispossessing class from culture, as evident in how Chinatown funding structures differentiate the site's historic function of providing housing for otherwise marginalized people from its function as a cultural heritage site. As the process is unfolding, it remains to be seen how class dynamics are incorporated in Chinatown's final WHC proposal.

In the early Cold War, the Soviet Union supported Egypt's building of the Aswan High Dam to provide irrigation and hydroelectricity. Its completion would flood the ancient monuments of the identified valley, leading to these monuments to be relocated by non-Soviet actors. At the Dam's completion, a monument to Arab-Soviet Friendship was erected, whereas the saved monuments were reassembled elsewhere. The symbolism of a Soviet-designed international development project putting world cultural heritage at risk is hard to ignore, as is the related comparatively slow inscription of communist states to the WHC. The emergence of today's world heritage order, as articulated through the WHC, cannot be divorced from struggles over conceptualizations of global development, but also how these are communicated at local levels of practice.

Lenin was quoted as having remarked that one cannot make an omelet without breaking eggs (Smythe, 1977, p. 1). The appearance of commoditized cultural heritage is sometimes approached as a matter of fact, like an aleatory appearance of an omelet made without eggs, or labour in sight. This fetishistic quality betrays its constitution through sedimented past contestation that inform the context for contemporary political action. While the invention of cultural heritage for imagined communities have long been concerned (B. Anderson, 1983; Hobsbawm, 1983), heritage management has significantly shifted within the last fifty years. Unlike monumental objects, such as the Sphinx, cultural heritage management of active residential spaces engender radically

different riddles. Pendlebury et al. (2009) note the difficulty of traditional conservation concepts, primarily suited to objects to be observed, when applied to dynamic residential spaces. Management of heritage regimes are linked to conflicts over the ownership of culture and its relationship to struggles over resources (Geismar, 2015; Harrison, 2013; Harvey, 2001), enabling a novel form of dispossession of cultural repertoires of social struggle and residents of cultural heritage sites through so-called “outstanding universal value” (Nicolai, 2017). Beyond national struggles, flows of international capital to real estate market combined with cultural tourism development lends itself to gentrification and consumption-oriented activities in residential spaces (Gotham, 2005).

Key Words

world heritage, political economy, international development, socialist realism

Being prescribed to perform romantic: game platform as a place for romantic relationship practice

Authors

Mr. Ziran Zhao - Monash University

Abstract

With the penetration of digital platforms in all aspects of China's society, people's romantic relationship formation is also being shaped by platform media. As an important part of the platform product system, game platforms (MMORPGs created by platform companies) create virtual spaces for users to connect with each other by simulating the recreation context of social life, in so doing, game platforms also influence the formation and development of romantic relationships in the player community.

According to Merovitz's media context theory, players' romantic relationships as private spheres are supposed to be in the "deep backstage" of the media, but in the game platform, "romance" as a label that attracts and packages users becomes a performance prescribed by algorithms, players generally generate a feeling of "being prescribed to perform romance". In other words, the public and private places of human relationships merge in the game platform's simulation of real life: players perform in the game world using expressions, gestures and verbal symbols set by game platforms, enjoying romance while becoming a mediated landscape of romance themselves.

The foci of research include: by what mechanism does the game platform become a place for the practice of romantic relations? In what ways does it shape the formation and development process of players' romantic relationships? Taking the game platform *Sky: children of the light* produced by NetEase as a field site, this paper adopts digital ethnography approach to explore the spatial mergence mechanism that shapes players' romantic relationships in the game platform. Through the six-month study, the main findings include: the game platform forms a "relationship island chain" with other platforms, and in conjunction with other social platforms (WeChat, qq, Weibo, Xiaohongshu), a mechanism of "contextual intertextuality" is functioning aiming to make the romantic element a fixed tag of the game platform. In addition, the game platform merges the player's forward frontstage (meaning of players' behavior and visual experience), middle region (off-screen behaviors), and deep backstage (algorithms, game engine, game modeling) into one place, merging the playing context into one both physically and psychologically. In this way, the players' playing behavior in the platform is prescribed as a romantic performance, becoming "degraded playing" that relies on the ideological interpretation of the platform.

Key Words

Game platform; romantic relationship; media context

One-Sided Portrayal: Singapore Media Discourse of Social Scientist's Roles: INC/ESN Joint Session

Authors

Mr. Gabriel Wong - Nanyang Technological University

Abstract

The impact of media on society has been a long-standing concern among scholars and practitioners. One pressing area is the media discourse of social scientists' roles in society. Media discourse plays a crucial aspect in portraying the image of social scientists' roles. This discourse as played out in the public communication of the social sciences (PCSS) across platforms, formats, and outlets are important sites where the meanings of social scientists' roles are negotiated. PCSS is defined as the communication of social scientific knowledge between communicators (e.g., journalists and academics) and audiences.

In recent years, PCSS has garnered interest from public and private sector players in Singapore. It provides knowledge of humans' experiences and behaviours from social science disciplines (e.g., Sociology, Political Science, Law, and Psychology), which has value for informing civic discussions and developing policies. PCSS is typically communicated in the news media (e.g., news reports and op-eds), which has important implications for audiences' perceptions of social scientists' roles. This is because the public has little interaction with academic institutions; thus, they mainly depend on news media to understand and support social scientists' roles in society.

To date, studies have focused on uncovering social scientists' roles, functions, and stereotypical portrayals in the news media. These studies have been valuable in distinguishing and assessing social scientists' roles. A next step is to provide a cultural account of news media portrayal of social scientists' roles. In particular, the unexplored nuances of roles in an understudied Southeast Asian context. Singapore is one Southeast Asian country offering an instructive case that remains to be seen. A country shaped by several debilitating contexts of – (1) its instrumental social science history, (2) regulated media environment, and (3) constrained state of academic freedom of communication.

The study adopts a media representation theoretical framework to analyse the gap between news media and scholars' portrayals of social scientists' roles in Singapore. Its central case is a media discourse analysis of the Singapore Select Committee on Deliberate Online Falsehood between January 2018 and October 2019.

The research presents the nuances of social scientists' characterisations and roles. It also shows the media's consistent depiction of the instrumental roles of social scientists via avoidance of academic language and social-political critiques. From these findings, I argue that Singapore's news media portrayal emphasises the instrumental orientation of social scientists' roles in line with the country's contexts. The theoretical and practical implications will be discussed in three folds. Firstly, it demonstrates the usefulness of the media representation framework in providing a cultural

account of news media portrayal of social scientists' roles. Second, the study highlights the contextual importance of news media portrayal, and thus reframes the media representation framework that has hitherto been understood in western contexts. Last, it raises awareness of the implications that social scientific communicators bring in their portrayal of social scientists' roles.

Key Words

public communication of the social sciences, media, representation, role, Singapore

How to build a "data tree" to address community data literacy needs: A creative intervention

Authors

Ms. Sophia Han - Simon Fraser University

Abstract

The "data tree" in the title of this work in progress is a bit of a misnomer as it refers to a type of physicalization of data known as a data sculpture (Jansen, Dragicevic, Fekete, 2013), rather than a diagram that outlines hierarchical structures in a data model. It is the working title of a creative intervention that is being launched to foster outreach and engagement with research on a community's data literacy needs for collecting, governing and managing disaggregated race data under their own auspices.

Disaggregated data has increasingly come to be seen as necessary for informing policies that are more socially just because they take into account the specificities of particular bodies. However, not everyone has the same understanding of what counts as meaningful data, the methods appropriate for collecting, measuring and circulating data, and the information that can be shared within a community as a result of a data investigation. Additionally, fears over dataveillance and the discriminatory outcomes of racial sorting are legitimate concerns that need to be examined in light of colonial legacies. In Canada, history has shown that when data is collected on communities of colour, such information has tended to be weaponized against them (Browne, 2015; Chapleau, 1885).

This work in progress will share preliminary findings from community consultations which have informed the planning of this creative intervention which will be taking place in Vancouver, Canada, in June, with the support of a maker commons space. The framework for this community-based research partnership will be discussed alongside methodological approaches from participatory action research (PAR) and feminist approaches in design theory (Costanza-Chock, 2020; D'Ignazio & Bhargava, 2020; Klein & D'Ignazio, 2020). While the goals of the project connect with issues in critical data studies, this session may also be of interest to ESN partners who would like to discuss the interdisciplinary possibilities of creative interventions.

Key Words

critical data studies, community data literacy, Feminist STS, design theory

How Shanghai radio broadcasting to construct modern family in early Republic of China

Authors

Ms. Yu Wang - shanghai International Studies University

Abstract

McLuhan used tribal drums as a metaphor for radio in his book understanding media. This metaphor and the technological process of re-tribalization brought by electronic media imply the yearning, return and transcendence of primitive tribal civilization. In the development history of Chinese broadcasting media, this metaphor needs to do as the Romans do. That is to say, whether this metaphor is appropriate for Chinese broadcasting practices, especially in the early Republic of China when broadcasting media was budding and emerging. Whether the radio broadcasting constructed modernization or realized the re-tribalization should become the core topic of the re-thinking of the broadcasting media. Since Shanghai opened the treaty port in 1843, social modernization and individual pursuit of modernity have shown a strong contradiction and tension in China's semi-colonial and semi-feudal international city. This study focuses on the history of family media in Shanghai in the 1920s and 1930s when broadcasting started in 1923, highlights the relationship between mediatization, domestication and modernization, and explores how broadcasting constructs modern families. Taking a path from media archaeology, we search for various kinds of literatures, autobiographies, films, news, official reports and other documents related to radio broadcasting history, and find that: the two major themes of modern Chinese encounter with the world and encounter with modernity are not only the "go out" mode of living in a foreign country and the like, but also the "bring in" mode of new media; In the family field, the ownership, control, modification and expression of the modern media are realized by domesticating the device of radio of modern family members; Modern women meet the world at home through auditory media and deeply influence their own concept of female power; The process of listening to the media also shapes the modern family and harmonizes family relations.

Key Words

mediatization; domestication; modernization; radio broadcasting; Republic of China

The Interplay between Communication, Culture and Gender on Kenya's Democratic Space: A Netnographic Approach -GEN/ESN Session

Authors

Ms. Nancy Gakahu - University of Leeds

Abstract

In the last decade, Kenya has witnessed an increase in the proportions of women immersing themselves into formal politics. In a context characterized by a male-centered political culture, this shift is regarded as a significant milestone in the practice of democratic representation. Coupled with that is the upsurge in the use of digital media in political communication. For techno-optimists, women leaders have an opportunity to incorporate digital communication forms in political engagement, thereby circumventing traditional communication gatekeepers that have prevented them from freely expressing themselves for decades. However, the increase in the proportion of male to female political representatives, and subsequent emergence of alternative communication modes is only a fraction of what it takes to engender democracy. Democratic representation is dependent upon other factors such as cultural dispositions (Mackay, 2004; Lovenduski, 2005), and wholesome democratic engagement may require paying closer attention to other issues such as cultural worldviews and manifestations that shape how individuals communicate and navigate the field of politics.

How do communication, gender and culture play out on Kenya's democratic space?

This study provides a discussion on findings generated from a Netnographic study of public Facebook pages of three male and three female politicians in Kenya during the months of December 2022 and January 2023. Here, Netnography is problematized as a methodological approach that is aimed at examining cultural interactions in a virtual world where online posts, conversations, interactions and exchanges are treated as data. In this study, the researcher followed the textual and graphic posts of the above politicians as well as the commentaries of citizens to these posts with the aim of unearthing the nuances of cultural influence on political communication in the country. Textual data was analyzed using discourse analysis while graphical data was analyzed using semiotics virtual analysis. It was observed that there were significant differences in the way political actors expressed themselves online in relation to their gender. It was also determined that citizens responded differently to politicians depending on whether they were male or female. The paper discusses the implications of these cultural undertones on Kenya's democratic health

Key Words

Gender, Culture, Political Communication, Kenya, Netnography, Discourse Analysis, Visual Analysis

A new model for journalism culture in the Caribbean: The Controlled Watchdog

Authors

Dr. Aurora Herrera - City, University of London

Abstract

To date, there has been no study of journalism culture in Trinidad and Tobago. Therefore, this work sought to define that culture. A nine month ethnographic study was conducted to observe the journalism culture within six newsrooms focusing on three newspapers and three television stations. In addition, ninety-three in depth semi-structured interviews were conducted with journalists who worked within those newsrooms to find out how they defined their own culture. Through these methods, journalism culture came to be understood as discursive field where numerous contradictory elements struggled, ebbed and flowed, such as a journalist's intention to uphold the public interest and their simultaneous acceptance of inducements and engagement in political clientelism to make ends meet. Research findings on the impact of media laws on local journalism culture showed that editors and investigative journalists felt the chill of media laws the most. Regular journalists were either ignorant of the laws or did not care about them, relying on their editors to vet their work. These regular journalists felt the economic chill of advertisers and other financial contributors more than the legal chill, causing them to self censor their work. Through this investigation into journalism culture in Trinidad and Tobago, a new professional milieu emerged: the controlled watchdog.

Key Words

journalism, culture, society, Caribbean, ethnography, semi-structured interviews, law, policy, politics

Tech in the Gallery: an Examination of Online Art Programming

Authors

Mr. Kyle Wyndham-West - McMaster University

Abstract

This study examines the ways in which cultural institutions, such as art galleries and artist-run centers, in Ontario, Canada transitioned their programming to digital platforms. Through interviews with the institutional stakeholders, Directors of the gallery, education staff, curators, and communications specialists, I created a demographic-specific case study that examines how cultural institutions adapt to new technologies and the opportunities and costs that presented themselves throughout the process. The study included nine interviews across three levels of publicly funded institutions. The first category was large-scale provincial institutions, the second was medium-sized university institutions, and the final was small-scale artist-run centers. Utilizing critical disability, museum studies, and platform studies (Kleege, 2018, Manzûch, 2017, Jeurgens & Karabinos, 2020, Duffy, Nieborg, Poell, 2020, & Palumbo, 2021) as the main theoretical underpinning for this project I examined the way in which technologies were utilized as dynamic networks to promote interaction, education, and accessibility to benefit the viewers and participators in cultural institutions. This study was compiled as a way to create a guide to aid in the transition to digital networks for art galleries and museums. During the COVID-19 Pandemic, the ability to attend in-person events and exhibitions was halted within Ontario and therefore created the need for alternative, non-site-specific, or physical location dependant modalities to view cultural offerings. This created an initial struggle for all cultural institutions. Through the use of new technologies such as augmented reality and virtual reality, cultural institutions were able to utilize digital communications platforms to remain active during the COVID-19 pandemic. With the success of various programs across institutions, it is clear that digital programming is of benefit to cultural institutions, however, the accessibility of these digital platforms still needs to be ameliorated.

Key Words

Technology, museum studies, digital art, communications systems, critical disability studies

Generating understanding or deepening prejudice? Knowledge brokers in risk communication: Investigation of nuclear power discussions on a Chinese knowledge-sharing platform — ESR/ESN Joint Session

Authors

Ms. Xiaou Liao - School of Journalism and Communication, Tsinghua University

Abstract

With the advancement of modernization, China has entered a risk society and risk governance has become a top priority of the government, especially high-risk environmental problems. Dealing with environmental risks is quite complex as it involves multiple systems and requires iterative communication among different parties to make decisions (Berkes et al., 2003). However, due to differences in knowledge systems and a lack of trust, mutual understanding and consensus among policymakers, experts, and the public are rare. In China, this communication barrier is particularly prominent in the governance of nuclear power projects (Dai, Zeng, & Wang, 2015).

Faced with this dilemma, some studies have shown that knowledge brokers can solve this problem by connecting different social groups. Knowledge brokers refer to individuals or organizations that can transfer knowledge and create connections between experts and diverse users (Meyer, 2010). To achieve the goal, knowledge brokers need to construct a common knowledge “in which the parties can place themselves and engage with each other in mutual understanding” (Barnett, 2003, p.xvii). Besides, researchers also found that when people are closely involved in knowledge production, they are more likely to regard the knowledge as credible and legitimate (Nel et al., 2015).

The rapid development of social media provides more opportunities for interactions among worlds of research, politics and the public, which in turn enables knowledge brokerage to have more space to happen. However, previous research mainly focused on the effects of offline knowledge brokerage on risk communication in Western contexts, lacking attention to online brokering and Chinese cases. Different from Western societies, there is a special tension between the government, experts and the public in China, and knowledge brokers have varying communication effects on different risk issues.

Thus, we study the discussion of the nuclear power plants in *Zhihu* as a Chinese example of knowledge brokers' role in risk communication. *Zhihu* is the Chinese biggest Q&A platform which enables scientists and the public to interact and dialogue. Two research questions are: (1) Do knowledge brokers emerge in the risk communication network about nuclear power plants? What are their social identities? (2) Compared with other actors, whether knowledge brokers promote the effect of risk communication about nuclear power plants?

The study used python to collect all posts under the topic of "nuclear power plant" in the *Zhihu* community and got a total of 17,755 posts and corresponding replies. Based on the question-

answer relationship, we build a directed weighted network. Each node represents a user, and each edge represents a Q&A/comment interaction between users. To answer RQ1, we use structural hole analysis to discover who are knowledge brokers and determine their social identities based on their authenticated user profiles. To answer RQ2, we first operationalize the communication effect into three indicators (the number of likes for the answer, the emotional bias of the comment, and the relevance of the comment) and then compare the communication effect of knowledge brokers and other users.

The preliminary results show that knowledge brokers in the communication network are all nuclear experts. Although they have established and maintained links between different social groups, the effects of improving the public's risk perception are different. When communication topics are more about scientific principles of nuclear power, it is easier for actors in the discussion network to reach a consensus. However, when the topic of discussion involves more policy decisions and nuclear power plant management, the professional identity of knowledge brokers may instead have a negative effect, deepening the distrust of some people, and leading to division and polarization of the discussion. The study will further examine the role of knowledge brokers in the nuclear power discussion to find effective strategies for online risk communication in China.

Key Words

Knowledge broker, risk communication, nuclear power plants, social network analysis

Can't Delete: An intervention in mainstream news media representations of image-based sexual abuse (GEN/ESN Joint Session)

Authors

Mrs. Josie Gleave - RMIT University

Prof. Lisa Waller - RMIT University

Abstract

Cases of image-based sexual abuse — the creation or distribution of private sexual or nude images — are on the rise across the world and internet, but the public does not understand this issue as a form of sexual violence. This is due in part to the role of journalists and the news media as the first site where the general audience hears about new issues. Research into image-based sexual abuse (IBSA) has not considered the role of the news media to inform the public, and this article seeks to fill this gap through the creation of an experimental work of journalism. A creative practice research methodology provides an opportunity to engage directly with problematic news coverage by engaging with feminist standpoint theory and experimenting with a different type of journalistic reporting.

The creative component includes an interactive journalism feature hosted on a website that offers the audience opportunities to engage with victim perspectives within the context of an explanatory journalism article about IBSA. Interactives can humanise victim experiences while involving audiences in ways that add to public knowledge. The profiles represent four different ways a person can be victimised by IBSA: 'revenge porn', voyeurism, 'deepfake' imagery, and 'sextortion'. Each profile begins with an introduction to the character, details of their abuse, and then leads the reader through a series of decisions and storytelling pages as the character tries to determine the best way forward. The profiles are fictional but based on research from actual IBSA cases. This approach seeks to be a new way of telling stories about IBSA that builds public understanding with a lower risk of victim re-traumatisation. Together with the explanatory article providing the necessary context for the profiles, this two-pronged approach seeks to engage a non-academic audience, be an example for future journalism about sexual abuse, and improve public understanding of IBSA.

Key Words

Image-based sexual abuse, sexual violence, alternative media, creative practice research.

Fake news, violence and WhatsApp: Grassroot awareness efforts to empower rural citizens in India

Authors

Mr. Vamsi Krishna Pothuru - PhD Student, Department of Communication, University of Hyderabad

Abstract

Internet adaptation and smartphone penetration in India is not gradual but a sudden surge after 2013. This has led to the creation of a large number of first-time technology users with low media literacy levels, especially in the rural pockets of the country. These conditions, along with the decreasing trust in legacy media, have exacerbated the problem of fake news (Patil, 2018b). The peculiar feature of the fake news problem in India is the "violence and technology." (Chakrabarti et al., 2018). In recent years India witnessed mob violence in villages triggered by false rumours spread on WhatsApp. Indian villages are more prone to such offline ramifications during elections and communal tensions. A recent study points out WhatsApp's role in three different stages of mob violence in India such as circulation of messages, mobilization of mobs and post-circulation of recorded media of violence. (Banaji & Bhat, 2019).

Accessibility to the internet is synonymous with access to personal messaging apps like WhatsApp in rural areas. Trust and proximity are high in WhatsApp groups, and fake news spreads rapidly in rural communities. It is difficult for both researchers and social media platforms to address misinformation spread on such encrypted platforms.

WhatsApp has acknowledged that it needs support from law enforcement and civil society to fight misinformation, especially at grassroots levels. (Dixit, P. 2018). Structural measures by WhatsApp, such as limiting the number of forwards or even media literacy ad campaigns on television/newspapers, may not yield results among first-time technology users in rural areas. But it is where most of the social media-induced anxieties and violence appear, caused by misinformation spread through WhatsApp. In response to child kidnapping rumours and the recent Covid-19 infodemic, various innovative fake news awareness campaigns have emanated from rural pockets initiated by local authorities, including police departments, community radio and civil society organizations. Such grassroots efforts are more promising as they consider local "Social, political and cultural ideas and values that are fundamental to the sharing of misinformation in India." (Banaji & Bhat, 2019). This type of understanding is necessary to address fake news in diverse rural communities with caste and religious prejudices.

This study aims at understanding the importance of a grassroots approach to fighting misinformation on WhatsApp. It employs an ethnographic approach, including in-depth interviews and focus group discussions on studying a village called Balgera in the Jogulamba Gadwal district of Telangana, a southern state in India. It is one among several villages where the local police departments conducted fake news awareness campaigns in 2018 amid panic created by communal tensions and child kidnapping rumours. The media covered this campaign extensively due to its

unique approach to spreading awareness through folk songs and other cultural activities. (Marlow, I., 2018). In this context, the study approached the following objective: understanding the place of WhatsApp among villagers and their interaction with communication technologies, understanding WhatsApp usage behaviour among ordinary citizens in the village and mapping their knowledge and susceptibility to disinformation/rumours. This study hopes to create the necessary knowledge for social media platforms and governments to develop effective interventions to combat fake news at the rural level.

Key Words

Fake news, Indian village, WhatsApp, Grassroot approach, Ethnography, rumours, disinformation.

Towards a More Inclusive Understanding of Gender Representations: A Study of Television Commercials in South Africa and Germany - GEN/ESN Joint Session

Authors

Ms. Johanna Hoess - University of Cape Town Centre for Film and Media

Abstract

Rapidly changing media and cultural industries have undergone significant transformations in terms of gender representation, thereby reflecting the shift in societal attitudes towards gender. However, existing research methods in this area have not been updated to account for new and evolving gender identities, resulting in a fragmentary picture of gender representations in modern societies. This study aims to address this issue by using a mixed-methods approach to develop a new coding system that allows for capturing these new gender identities, specifically in television commercials. The new codebook is then applied in a quantitative content analysis comparing South African (N=247) and German (N=399) television advertisements.

The coding scheme was developed using qualitative content analysis of a separate subsample of 30 South African and 30 German commercials. To address the issue of “Methodological Universalisms” (Mohanty, 2003, p. 33), the cultural and historical context of gender identities in the respective countries was taken into account: Theoretical underpinnings of this research include culture-specific gender frameworks such as Luyt’s (2005) South African “masculinity norms”, Gqola’s (2016) concept of the “New South African Woman”, and the “types of women” found in German television commercials as defined by Vennemann and Holtz-Bacha (2011). Content categories were then classified according to Ashmore’s (1998) five domains of gender identity to ensure that all components of gender identity are being measured. These comprise physical and material attributes, social relationships, interests, symbolic and stylistic behaviours as well as mediating identity categories.

Despite around 100 studies researching gender portrayals in TV advertising on almost every continent, this is the first study to compare South Africa and Germany (Furnham & Lay, 2019). The findings of the study challenge previous assumptions about contrasting gender representations in a Western country with a non-Western country. Results of the quantitative content analysis suggest that German advertisements show a higher degree of gender stereotyping than South African commercials. This highlights the importance of context-specific methods, as culturally relevant methodology allows for the capturing of cultural nuances and a more in-depth analysis of the cultural context. On top of that, the results of this study indicate that gender stereotyping in television commercials is still prevalent in both countries. This underlines the significance of the constant re-evaluation of methods as well as continued research in the field. Historical and ongoing discrimination based on identity markers such as gender, race, ethnicity, or religion, and

an increasingly divided political climate demand a nuanced and culture-specific understanding of media representations.

Key Words

media and identity; advertising; gender representations; gender identity and equality

Andhera-Ujala (1983-84): Representation of Cop Culture and Crime in Pakistani TV Plays

Authors

Mr. Rehan Tayyab - Beaconhouse National University

Dr. Wajiha Raza Rizvi - Film

Abstract

The first ever television series *Andhera-Ujala* (Darkness-Brightness; Rashid Dar, 1984) is a comment on the cop culture and crime scene in Pakistan. The study examines literature on representations of police and the media's role in police portrayal by Reiner (2006), further it reviews literature on the real cop culture of Pakistan such as on politicized police (Muhammad Usman Amin Siddiqi, 2014) (Abbas, Hassan, 2011) constraints faced by police (N.S. Ata-Ullah, 2015) for violating human rights (Human Rights Commission Report, 2015) for examining the significant Martial Law era, and legal practices of General Zia ul Haq (then the head of the state), when the series was produced and telecasted on the National Television (Lau, 2007) (Talbot, Ian, 1998) (Stephen Zunes, 2013) are reviewed.

It also reviews *Police Act* (1860) to see the guidelines which provide the foundation for the police to perform and operate, *Criminal Procedure Code* (1898) in order to learn how police uses its legitimate authority to deal with the crime and criminals, and various reports on the ground realities of police and cop culture of Pakistan such as *This crooked system* (2016) by Human Rights Watch Pakistan and *Empowering the police* (2013) by United States Institute for Peace.

The objective of the research is to examine the portrayal of the cop culture in the crime series *Andhera-Ujala* against the backdrop of similar issues and crime scene in Pakistani society and the real cop culture of Pakistan. This research analyses the content of 15 episodes of *Andhera-Ujala* to examine the representations of police, the components which construct the cop culture of Pakistan and crime investigation in detail. It also uses the participant observation method in order to examine the real cop culture of Pakistan. The study hypothesized and found it correct that the portrayal of the cop culture in the crime series *Andhera-Ujala* is very close to the real cop culture of Pakistan, and it reflects such elements as lethargic behavior, failure to register or investigate crimes, bribes and corruption, political pressure to alter or ignore the facts concerning the crimes, organizational biasness, ill-treatment or torture, usage of foul language, and abuse of power and uniform. The study also found that police portrayal on screen has a significant impact on the police themselves.

Key Words

Crime, media, cop culture, Pakistan, Police, Law, representation, drama.

A comparative analysis of governmental communication during the covid-19 pandemic in the UK and China -(INC/ESN joint sessions)

Authors

Ms. Yumeng Guo - University of Sheffield

Abstract

This paper draws on the concept of '*imagined publics*' (Barnett et al., 2012), which suggests the designs of public engagement mechanisms related to technoscientific developments partly reflect imagined publics' attributes. Borrowing this context from science and technology studies, this research locates this 'imagination' in the literature of '*platform affordance*' (e.g., Bucher and Helmond, 2018), which suggested each digital platform possesses particular socio-technological characteristics that encourage and limit certain user behaviors. Using a comparative approach across Twitter and Weibo, this research examines (1) how publics' needs during public health crises are 'imagined' by the governmental actors, and (2) how communication tailored to this imaginary is shaped by platform affordances. As part of a doctoral project, this paper conducted a thematic analysis of a stratified sample of over 5000 Tweets and Weibo posts related to the Covid -19 pandemic from government-related accounts in the UK and China (e.g., state ministry accounts, political figures' accounts, hospital accounts), between January 2020 and March 2022.

This paper suggests that the Weibo audience was imagined preferring information in textual, news-article formats, while Twitter's audience was imagined preferring websites allowing them to intuitively search for pandemic guidance. Chinese governmental accounts actively communicated in long-text formats or vertical images as 'digital broadcasting', and its appliance of URLs indicates a complex media ecosystem between Weibo, WeChat, and other state-owned media. UK government accounts, however, mobilized communication into 'interactive dashboards' using infographics, visuals and external URLs predominantly to government websites (e.g., Gov.uk and NHS), which could be seen as a solution to overcome word limits on Twitter.

Both communication patterns help us understand which types of information were 'imagined' to be useful for the platform users in health risks. Considering this in the context of framing (Entman, 1993) and platform affordance, this paper examines how the governmental social media accounts framed the Covid-19 pandemic, and how these framing practices were allowed (or not) to happen considering platform affordances. Theoretically, this research contributes by examining the concept of 'imagined publics' outside its scientific origins by comparing in Western (Twitter) and non-Western (Weibo) contexts.

Key Words

platform affordance, imagined publics, Covid-19 pandemic, Weibo, Twitter

Platform-based media channels as community/alternative media: exploring the progressive potential of industrial-oriented channels (IOCs) for working-class formation in China (CCAM/ESN JOINT SESSION)

Authors

Dr. Yang Zhou - Lingnan University

Abstract

This research explores the **progressive potential of industrial-oriented channels (IOCs) on the** burgeoning commercial short video platforms like *Kwai* and *WeChat* in China. IOCs are a recent development in China's increasingly platformised media landscape, which are often operated by small business owners (who provide service and products for platform workers) primarily for promotion purposes. They are called IOCs because they are often industry-oriented in scope, offering not only information about the products the operators sell, but recent developments in the industry, including but not limited to relevant state policies, strategies of large players in the sector, and more interestingly, worker protests in different cities.

The idea of the research is derived from the author's previous fieldwork experience with a group of ride-hailing drivers in Dongguan, Guangdong, who repeatedly cited these channels for "inspiring their collective actions". By juxtaposing discourse analysis of the content of these IOCs with the workers' reception of them in immediate and larger contexts, this study explores how these channels, despite relying on commercial platforms for operation, created primarily for promotional purposes as well as the strict surveillance of labour activism by the authoritarian state, still can offer this progressive potential and help arouse class consciousness and foster solidarity among their worker-audiences. The initial findings suggest the reason lies both with the discursive traits of the content and more importantly with the workers' bitter and precarious structure of feeling which they constantly drew on when interpreting the contents in their worker groups during work.

In pursuing this line of analysis, this article presents a case where commercial media platforms can provide space for community/alternative media and for solidarity in social movement, and provides an explanation of the mechanism of how this works. It further contributes to a debate in Cultural Studies about media and cultural production for class resistance, especially its search for "a new labour aesthetics that should be rooted in the working-class community and responds to the bodies and sentiments of the labourers who are labouring under certain political economic power relations/conjunctures".

Key Words

platform-based IOCs, worker-audience, working-class formation, China, bitter/precarious structure of feeling

How is Risk Discourse Embedded in Climate Change Issues ? A Public Discourse Analysis of the text Based on the Social Q&A Website

Authors

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Abstract

Climate change and public perceptions of the risk issues involved or evoked by climate change are topics of interest to society. Social media have opened up new channels for public debates and have revolutionized the communication of prominent public issues such as climate change. In traditional risk society theory, risk actually resides in a given field and corresponds to a given "risk problem". However, in the age of social media, multiple social actors are connected as different risks interpretative community and the "risk problem" is expressed as a collective construction. This situation requires us to consider how different actors are involved in the discussion of climate change risk issues and how their discursive frameworks are changing in order to explore the process of construction of the climate change risk issues.

Based on the social construction of risk discourse and issue-attention cycle model, this study aims to employ a text mining approach to examine variation and evolution in the framing of global climate change risk issues on the social Q&A website. We collected 2085 answers under 42 filtered questions concerning the climate change from the China-based question and answer forum Zhihu. Automated text analysis and structural topic modeling (STM) were used to extract topics from the text and identify topic communities. To interpret each topic community, we analyzed frame elements (i.e., definition, cause, solution, and moral judgment of climate change risks) and main sources highly associated with topics in each community.

Our findings indicated that there are main frames of climate change risks, including the definition, attribution, impact, evaluation, risk governance and related events, etc. In general, scientific evidence and interpretation related to climate change issues are weakened, and debates of climate change risks are driven by policy frameworks, international political discourse, and the triggering events. Such as the three topics of environmental risk, lifestyle and economic risk are developed to construct the definition of risk issues. The topic of international relations mainly discusses the role of China and the United States in climate change, including environmental justice, global and regional cooperation, interests distribution. The basic assumption of traditional risk society theory is that risk is transferable based on certain governance techniques—either by transferring risk between countries or by distributing risk within different countries. However, public discussions of climate change risks show a tendency to shift to everyday experiences, with different subjects bearing the "consequences of uncertainty" relatively equally, and "community of shared risk" comes to be a concept to shape our imaginations on the climate change.

Previous studies suggest that frame evolution is a socially constructed process influenced by events, journalistic practices, and non-news actors' actions. This study aims to use a combination

of top-down and bottom-up approaches to sort out multiple risk discourse frameworks that cover the basic life cycle of the social construction of risk and boosts the current understanding of how the public perceives the climate change risks in a more nuanced way. In terms of the issue-attention cycle, climate change risks have not seen a "declining attention" phase, but rather a fluctuating high level of attention. Official institutions or organizations should be keenly aware of expressions and discussions on social media and effective risk communication should focus on discussing topics that are significantly inconsistent across different identities and strive to mitigate misunderstanding while generating consensus on those topics. STM further exhibits unique strengths over the traditional topic modeling method in statistically testing the topic community and outlining the collective construction about risk topics in social media.

Key Words

Climate change; Risk communication; Structural topic modeling

Negotiation Strategies of Great Powers: Take the 3D-2L Discourse Analysis of the U.S.-China Dialogue in Alaska as An Example

Authors

Ms. Zhang Yang - East China Normal University

Prof. Shoushi Li - East China Normal University

Abstract

As the first high-level U.S.-China meeting after nine months of disconnection, the Alaska summit is significant for the normalization of relations of these two countries. In this summit, both sides delivered sharp rebukes in a rare public display which drew wide international attention. A Chinese professor regarded it as a textbook-level diplomatic negotiation, and it deserves to be repetitively studied (Shen,2021). Nonetheless, most essays about it are focus on the political implications from the perspective of international relationships (Wang, 2021; Casey, 2021; McGregor, 2021; Liptak.K et al., 2021; Pamuk.H et al., 2021), or anticipate the trend of Sino-U.S. relations (Collinson, 2021; Gaouette et al., 2021; Barbara. P, 2021), but the negotiation skills hidden in the dialogue are neglected. To make up the deficiency, this study is trying to find out the negotiation experience. Discourse analysis is one of the most commonly used research methods, which is also advocated by postmodern international relations theory (Zheng, 2005). However, the existing methods are but too abstract, a more specific and actionable pattern is needed.

A model named *3Dimensions-2Levels discourse framework (3D-2L discourse framework)* is constructed in this study, which was designed for diplomatic negotiation analysis. In Fairclough's (1992) opinion, discourse practice can shape, maintain or reproduce power relations. International diplomatic negotiation is a political practice built by discourse game, therefore, the 3D-2L discourse framework has absorbed the fundamental logic from Fairclough and this is 3D: the negotiating topics are chosen by the political society practice, and the discursive practice can be manifested through the arrangement of negotiators on various topics. John B. Thompson (1990) proposed the framework of depth hermeneutics, which is more specific and some factors of it inspired this study, such as the interactive occasion, the nature of social structure, the social roles of the speakers etc. The framework, however, is constructed to analyze the cultural transmission, so the classical international diplomatic negotiation Two-level Games theory (Robert D. Putnam, 1993) has been added to the framework. On that basis, the analysis process of the 3D-2L framework is carried out from both domestic and international aspects. In terms of specific analytical factors, this framework combines the findings from the literature related to international diplomatic negotiations (Weeks & Jessica L.,2008; Dougherty J.E. & Pfaltzgraff R.,1990; Kimmel, P.R.,1994; Druckman, D.,1994; Bayram, 2019). Moreover, the sentence structures, symbolic wording and other textual practice analysis are also shown in the 3D-2L framework.

This paper applies the framework to the analysis of Alaska Dialogue . The study found that China and the U.S. ultimately lead the negotiation to Sino-U.S. relation and the international order,

although both sides have different negotiation goals, whereas the issue of allies and human rights, which are the focus of the contradiction, is only the way to demonstrate their own justice. They talked a lot about their country's development to add leverage to the negotiation. The topic arrangement is like the troops strategy, both sides made efforts to show their correctness and righteousness, while hit back at the other side. The American statement was concise and straightforward, and the interlocking comment drove the U.S. position, that is, the negotiation for American value, for its allies and for the existing order. The U.S. believes in pragmatism, and they emphasize the task-oriented negotiation, which can be seen when they associated Chinese human rights with allies' economic issues. Chinese are used to seeking common ground while setting aside differences, a value rooted in the doctrine of the mean. So even if they hit back sharply at the American accusations, they repeatedly expressed that they could cooperate with the U.S. U.S. statement was filled with national spirit, which was like a passionate speech, to get more support. In contrast, the Chinese was straighter. They refuted the accusations from opponent and recalled the western aggression against China. But they still stated their confidence in their path and system, which showed their contradiction between the "victim mentality" and the "great power mentality". In the aspect of textual practice, the U.S. often used parallel construction to enhance the momentum, meanwhile, they used specific words to portray China as "others" who is alien to the world. The Chinese side often used the first-person pronouns like "we" "us" to describe the two countries, and they preferred comparative methods or citing examples. Considering the media presence at the dialogue, all negotiators tried to be sound justifiable, so the media influence needs to be taken into account.

Key Words

International diplomatic negotiation; Discourse analysis; China and America relation

Alternative rationalities: Conspiracy culture and mainstream logics - CCAM/ESN Joint Session

Authors

Mr. Frederik Aarup - Nord University

Abstract

The western online conspiracy culture and the study of it are both increasingly popular every year. Different disciplinary research tends to pathologize the people who engage in conspiracy culture as irrational or otherwise lacking critical thinking (Harambam 2017). However, recent research into the meaning making practices of conspiracy cultures identify that they have their own kinds of rationalities and many of their discursive practices have critical elements in its rhetoric (Astapova et al. 2020; Bratich 2008; Forberg 2022; Harambam 2017; Hochschild 2016). These rationalities tend to be critical towards epistemic authorities and public institutions and even capitalistic practices in ex. medicinal industry.

Despite this critical position toward authorities, western conspiracy cultures have ideological leanings toward authoritarianism and is often related to populist, neoliberal and far-right politics (Astapova et al. 2020) . This ideological aspect is rarely included in the study of the meaning making practices of conspiracy cultures. The focus is instead on the meaning construction process from the subjects point of view, rather than focusing on how meaning is constructed within and in negotiation with hegemonic narratives of western modernity, capitalism and democracy. In other words, little focus as been given to the relation between the cultural mainstream rationality and the alternative conspiracy rationality.

In this paper I use Stuart Hall's (2003, 2011) approach to hegemony, identity, and language to reflect on the ways conspiracy cultures construct meaning in a negotiation with hegemony, rather than in opposition to it. I will synthetically review and compare examples of studies on the meaning making practices of different conspiracy cultures. Namely from Qanon (Forberg 2022), The Tea Party movement (Hochschild 2016), Dutch conspiracy culture (Harambam 2017) and Nordic conspiracy culture (Astapova et al. 2020). I will include my own preliminary observations from my ongoing ethnographic study of online Danish conspiracy culture.

With Halls (2003) encoding/decoding model I analyse the meaning making practices as decoding practices that conspiracy cultures employ in different communicative contexts. Furthermore, I discuss how these cultures' alternative rationality relates to more mainstream understandings of western democratic society. I hope to show that western conspiracy cultures are united by a sense of dissonance. A sense that hegemonic narratives are conflicting with their own individual (often mediated) experiences and biographic grievances. As such, conspiracy cultures can be considered to use conspiracy narratives to attempt to suture the dissonance between personal subjectivity back with a specific ideological understandings of society. This suturing is transformed to a decoding practice, an alternative rationality, that constitutes the cultural identity and cultural

practice. This proposed framework conceptualises one of the functions of conspiracy narratives as being a way rationalise discontents with one's own ideology.

Key Words

Keywords: Conspiracy, digital culture, democracy, far-right, rationality, ideology, cultural identity

“Smoke Screen”: Environmental Denialism and Colonial Imaginary in Brazil - ESR/ESN Joint Session

Authors

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Abstract

In the last few years, images of wildfires from Brazil have been intensively shared by both the international press and social media, portraying the alarming rise in deforestation. According to the official data from the Brazilian National Institute for Space Research¹, from 2019 to 2022, 55,6 square kilometers of forest cover has been removed from the Amazon Rainforest. Another tropical biome in the midwest of the country, the flooded grasslands of the Pantanal had more than one-fourth of its land consumed by fire in just a few months, which might have resulted in the loss of billions of animals². All of this destruction was made possible due to the dismantling of several environmental policies by the now-former president Jair Bolsonaro, who ran his administration following a far-right platform that openly promised to allow agricultural and mining businesses to freely exploit protected lands³.

Although there was strong condemnation from the Brazilian civil society and the international community, it was not enough to deter the situation. This was in part because of the production and diffusion of misinformation in social media, rebuffing the many reports shared by scientists, journalists, and activists and, sometimes, actually promoting local farmers and rural workers to burn away the native vegetation. What makes such content so effective is that it is also “affective”, in the sense that it uplifts already existing beliefs and presents not only convincing but moving arguments to disrupt the political response against the ecological catastrophe. If emotion is what can carry us from the micro-scale of individual experiences to the macro-scale of political institutions⁴, while social and environmental activists attempt to inspire altruistic emotions as a foundation for action, neofascist movements and populist leaders, on the other hand, mobilize hatred, fear, and despair to antagonize social groups and legitimate extractivist destruction. Although denialism does make use of deceptive and inaccurate data, it is not born by a simple lack of knowledge or understanding about a subject, but it is rooted in established collective desires⁵.

Taking inspiration from Didi-Huberman's montage methodology⁶, my study analyzes the conspiracist documentary "Smoke Curtain". By restituting how the movie makes use of photographs, videos, and newspaper articles and comparing them to other journalistic work ignored by the filmmakers, we can identify constellations of meaning and emotions that both drive and enable the movie. I argue that its anti-environmentalism stance is not completely baseless, but grounds itself emotionally using contextless recordings and unverifiable testimonies to shock the audience. By doing so, it sustains long overdue political and economic practices and beliefs while

radicalizing part of the Brazilian population, making them more inclined to contest democratic institutions in favor of authoritarian politicians such as Bolsonaro.

To oppose disinformation, I propose that journalism should not limit itself to fact check fake news shared online, but move its audience while at the same time not being afraid to tackle complex and hard questions. Lalo de Almeida's photographic work can serve as a helpful example of this kind of environmental communication.

Key Words

Environmental Denialism, Disinformation, Affect, Visual Communication, Conspiracy Theories, Deforestation, Amazon

Innovation Diffusion Transformation of New Technology in Social Media: The Diffusion Model of Metaverse in China Based on Social Network Analysis

Authors

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Abstract

BACKGROUND The theory of innovation diffusion points out that within a certain period of time, the transmission of new products or services to members of society through various channels is defined as the process of innovation diffusion (Rogers, 1995). With the change of communication media, innovation diffusion theory has been applied to social platforms to explain the innovation process, which is combined with social networks to examine the innovation process reflected by public opinion (Katz, 2006). As a vision of next-generation media technology, Metaverse's related innovative products and technical services spread in China's social media from the second half of 2021. The diffusion process of this new technology in the current digital environment, as well as the different forms of interaction and acceptance characteristics presented by online user groups, are of great value for in-depth exploration of the effect of metaverse innovation information dissemination and the process of social construction.

METHOD This study takes the relevant topics of Metaverse of China's largest social platform Weibo as an example, based on the theory of innovation diffusion, and uses the research method of social network analysis (SNA) to construct a topic forwarding network. The research uses web crawler technology to capture 19,564 pieces of topic data related to Metaverse tags on the Weibo platform, which are used to calculate the correlation coefficient of the overall network and important nodes, and verify the scale-free network characteristics and small-world effect of the overall network. In addition, the research proposes an index of innovation acceptance, which divides users into different innovation acceptance groups to summarize the sub-network structure's characteristics of different acceptance groups. The research attempts to explore the diffusion potential of new technology-related topics at the practical level from multiple perspectives, and to answer the following questions:

- In the personal dimension, we use degree centrality, betweenness centrality and proximity centrality to analyze the characteristics and influence of important nodes in the network, and divide users into different innovation acceptance groups according to the innovation acceptance index in order to explore their sub-network structure's characteristics.
- In the group dimension, we explore the sub-network association of the overall topic and the characteristics of sub-networks with better communication effects.

- In the overall dimension, we explore the overall dissemination characteristics of innovation information related to the Metaverse. Also, we discover the different stages and diffusion paths of innovation information in the time dimension.

RESULTS The study found that from the perspective of the overall network, the sub-networks under the metaverse topic information dissemination network are relatively weak, and most of them are one-to-many dissemination patterns, which conform to the characteristics of scale-free networks. According to the research result that the fastest diffusion is scale-free networks (Gaston & Desjardins, 2005), it shows that the innovation diffusion of Metaverse in Weibo is successful. Through the observation of the dissemination stage, the study also found that the information dissemination of the Metaverse reflects the trend of flowing from commercial attributes to technical attributes and then to social attributes, and presents the transition mode of the network core nodes, that is "Homogeneous authoritative media--Heterogeneous media--Ordinary individuals".

From the point of view of individual network nodes, the information control power of bloggers with commercial attributes or media roles in the early stage of diffusion is highly monopolized, and the bridging effect is very significant. Groups with different levels of innovation acceptance show different node structure characteristics, and "early adopters" embody the "one-to-many" communication mode, and are still at the center of the interactive ritual chain and communication network. However, the increase in the number of adopters does not completely present the S-shaped curve in the innovation diffusion model, but multiple rapid rising periods. Looking back, it is found that the technical topic of the combination of metaverse and daily life can significantly stimulate discussions and forwarding by netizens.

From the perspective of the diffusion potential of the sub-network, the high-heated topic sub-network presents the information diffusion characteristics of single-center diffusion of the main network of the original post and multi-level propagation and divergence directly connected with the original post. In addition, celebrities can significantly promote the metaverse information forwarding behavior of their fan groups. The research will help to provide references and methods for the diffusion of similar new technologies that benefit mankind in the new media platform in the future.

Key Words

Innovation Diffusion Theory, Metaverse, Social Network Analysis

The battle of norms; mutual shaping of normative behavior and affordances among Instagram and Twitter users (CPT/ESN joint session)

Authors

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Abstract

The paper investigates the perceptions of Instagram and Twitter users on social norm conflict and how their strategies in coping with such conflicts are mutually shaped by the platform's affordances. In investigating this mutual shaping, there is the potential to inform policy suggestions that aim to improve user agency to self-regulate social media platforms.

Norms emerge from social interactions and are passed on through what Parsons (1951) called a process of 'socialization'. When norms are not respected or people seem to observe a different norm, some might want to maintain their social norm by engaging in social norm corrections through punishment (Axelrod, 1986). This can result in a conflict of norms, either leading to coexisting norms or the domination of one generally accepted norm, even in heterogenous societies (Helbing et al., 2014). Such conflict can be productive for societies to self-regulate for example the spread of online misinformation and toxic behavior, but as authors like Marwick (2021) argues, social norm enforcement can also disproportionately affect minorities, since society-wide norms usually privilege whiteness, heteronormativity, maleness and so forth.

Scholars like Helbing et al. (2014) and Geber & Hefner (2019) found that people are more likely to conform to a social norm in their public behavior when they're being observed than in their private behavior. This distinction between 'public' and 'private' is however blurred in the online realm, where 'networked publics' are mutually shaped by platform affordances (boyd, 2010; Van Dijck, 2013)

Previous studies have shown how social norm corrections play out differently depending on the affordances that guide their communication (Bastiaensens et al., 2015). Cross-platform analyses also confirm that platform specificity impacts social corrections on for instance misinformation (Rossini et al., 2021; Theocharis et al., 2021). It is therefore worthwhile comparing platforms to analyze how platform affordances play a role in social norm conflict.

To investigate how users experience the shaping of affordances on normative conflicts on two particular platforms: Instagram and Twitter. We build on Van Raemdonck & Pierson's (2021) taxonomy of affordances that influence norm building on social network platforms. For this we conduct around 40 in-depth interviews of a purposively selected sample of worldwide Instagram and Twitter users. We select users that have differing degrees of visibility through their number of followers and privacy settings, and have differing political preferences, indicating differing values and potentially differing social norms. We explore how users perceive norm conflict, and what their coping strategies are when their social norms are being challenged.

Expected findings are that users' coping strategies are influenced by their perceived ability to hide their behavior from those with competing norms. We thereby identify the affordances that enable these strategies. We also expect that without the abilities to render behavior invisible, a competition for norm domination ensues.

This research is relevant in exploring ways that users can better self-regulate the online ecosystems through norms, while we aim to identify the pitfalls of how platform designs might affirm existing domination of challenged norms of behavior. This is especially important at a time where global cooperation is critical to deal with the major crises of our times, and online communication through social media has the power to both foster and hinder such cooperation.

Key Words

social media, affordances, social norms, mutual shaping, misinformation, user agency

Manipulation and Monstrosity: Reading Animal Violence

Authors

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Abstract

In 2010 a SeaWorld orca named Tilikum dragged his longtime trainer into the water and violently drowned her. The trainer's broken body was recovered hours later after Tilikum was forced to release her. Media reports said that the orca was acting on instinct and that it was play that went too far. They failed to entertain the notion that Tilikum killed with intention, purpose, or agency. An option too difficult to contemplate, this version pulled to the surface the forgotten tales of sea monsters. Here Tilikum—a kraken, the nightmarish creature that tormented humans for millennia—had rekindled humanity's deepest fears.

Narratives in popular culture, such as the reports around this incident, work to de-animate animal actions to minimize the alternative—and more frightening—scenario: animals are resisting human sovereignty over them.

This paper theorizes that captive animals who kill their captors act with intention and agency but the media encourages us to “read” a story that denies animals both. The paper's viewpoint challenges the assumed exceptionality of the human, and goes beyond what Jacques Derrida labeled carnophallogocentrism—the assumed supremacy of the meat eating male—to confront the “superiority” of all beings with two eyes, two legs, and one brain. This epistemology embraces non-linear and tentacular thinking that can be interpreted as monstrous (Haraway 2016, 32).

When read outside the hegemonic perspective, powerful acts like Tilikum's become philosophically coherent as an emancipatory act of revolt. Examining alternative narratives that are dismissed in contemporary media discourse becomes more crucial in the state of the anthropocene. When a captive kills their captor, it is not a monstrous act but instead an opportunity for eco-justice. This violence animates a temporary reversal of human sovereignty, a de-centering that offers a way to reevaluate the human-animal divide as it forces the awareness of a new set of responsibilities and obligations between all creatures.

Key Words

animals, media, orca, agency, violence, Tilikum, SeaWorld

Inteligencia Artificial y periodismo: radiografía de sus aplicaciones y desafíos éticos

Authors

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Dr. Jorge Vázquez-Herrero - Universidade de Santiago de Compostela

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Abstract

La inteligencia artificial se introduce progresivamente en las redacciones periodísticas, modificando las rutinas y perfiles profesionales, ofreciendo nuevas posibilidades pero también creando nuevos retos y desafíos. La llegada de complejas y disruptivas herramientas como ChatGPT de OpenAI, Perplexity AI o el anunciado Bard de Google, aumenta la urgente necesidad de una mayor reflexión sobre cómo se están utilizando, o pueden llegar a utilizarse, este tipo de software en el ámbito periodístico así como las consecuencias éticas que pueden traer consigo determinados usos.

Esta investigación tiene como objetivo radiografiar la situación actual del denominado periodismo automatizado o periodismo algorítmico, analizando qué usos se le están dando a los algoritmos en las redacciones, cuáles son los desafíos a los que se enfrentan los profesionales, cómo están cambiando estos perfiles y qué debates éticos surgen en torno a estas prácticas. Además, como parte final de esta investigación se proponen una serie de orientaciones de uso de IA en las redacciones para mejorar la labor profesional respetando al tiempo el código ético-deontológico.

Partiendo de estos objetivos, para este paper se ha realizado un benchmarking de las herramientas de IA que existen actualmente, se ha estudiado el uso que hacen de estas tecnologías los medios de comunicación, tanto los denominados legacy media como los medios nativos digitales a través de un análisis exploratorio y se han realizado entrevistas a profesionales y expertos del ámbito periodístico.

Para este primer análisis de las herramientas que están en uso, se ha realizado una búsqueda tanto en motores generalistas como en bases de datos especializadas (Web of Science y Scopus) y se ha procedido a clasificar las aplicaciones identificadas en base a su funcionamiento y a la finalidad con la que los usan los medios de comunicación. De esta forma se establecen una serie de categorías fijas de uso de IA en medios. A continuación, se ha hecho un análisis exploratorio para intentar determinar qué medios están empleando dichas tecnologías. Para poder ofrecer una visión 360º de la situación de la IA en periodismo se han seleccionado diez profesionales para realizar entrevistas, cinco de ellos pertenecientes al ámbito profesional, es decir, que trabajan actualmente en un medio de comunicación, y otros cinco pertenecientes al ámbito académico.

Los primeros resultados reflejan una aceleración en la incorporación de algoritmos en las redacciones, sin embargo se trata de una tecnología que no es evidente y no todos los medios

reconocen emplearla. Por otro lado, se encuentran numerosas finalidades en el uso de IA en periodismo: redacción automatizada de textos, análisis de datos o personalización de contenidos son algunas de ellas. En cuanto a la cuestión ética, se observa que los códigos deontológicos periodísticos no se adaptan específicamente a la situación actual pero los profesionales y expertos sí son conscientes de muchos de los retos que trae consigo la incorporación de algoritmos en sus rutinas profesionales.

Key Words

Automated journalism; Ethics of Algorithms; Artificial Intelligence;

Recognition of the other as the foundation of democracy: A conceptual observation applied to the French public sphere - INC/ESN Joint Session

Authors

Mrs. Johanna zumFelde - Freie Universität Berlin

Dr. Erik Bauer - Universität Wien

Abstract

Western democracies such as France have been shaken by increasing fragmentation. Scientists and political practitioners alike search for theoretical explanations of the fragmentation as well as practical solutions for social cohesion. Referring mainly to Jürgen Habermas, some scholars highlight the importance of deliberate argumentation in a public sphere to make democracy work. Others dismiss this idea as too idealistic and question whether problems can be solved in debates. Other concepts have meanwhile gained prominence and seem more applicable at a first glance. For example, Chantal Mouffe highlights affect as a necessary factor to include. With a focus on affect, however, these concepts normalize populism and fragmentation as parts of democracy. We argue that the recognition of the other can only be a product of debates. A theory for a democratic public sphere therefore needs to include both affects and deliberative argumentation as constitutive. We argue that they can be combined under a common denominator namely the recognition of the other which is a byproduct of entering a debate. For this paper we therefore pose the question "In which way can recognition of the other help to foster social cohesion in the public sphere?" We argue that recognition of the other is essential for democratic public discourse. In doing so, we combine two important theoretical approaches that seem opposing to each other: Chantal Mouffe and Jürgen Habermas. We elaborate this conceptual idea with a case study of the French Yellow Vest movement and the Grand Débat National in 2018/2019 based on 13 background interviews and an analysis of the data of Grand Débat National contributions. In the case of the Yellow Vests we can see clearly the claim for discursive hegemony and a missing recognition by president Emmanuel Macron. The Grand Débat National is meant to gloss over this missing recognition of the opponents. In political terms, it worked on a short term to calm the situation. On a longer term, however, without an actual possibility to have an impact on political decision-making this recognition remains an empty promise. Our original data helps to shed light on a necessary re-conceptualization of the public sphere.

Key Words

Democracy, public sphere, France, Yellow Vests, recognition, fragmentation, arguments, affect

The politicisation of knowledge mediation for eco-citizenship by young people: a multi-sited ethnographic analysis using the grounded theory method

Authors

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Abstract

ESR/ESN

Depuis Greta Thunberg en août 2018, les jeunes sont au cœur des discours et des pratiques de la mobilisation et participation écologique et environnementale. Ils et elles sembleraient être passé·es de « citoyen·nes en devenir » (Holloway et Valentine, 2000) à acteur·rices des crises climatique et écologique, autrement dit à des « éco-citoyen·nes ». En même temps, si au 21^{ème} siècle le savoir profane s'invite dans le débat science et société (Callon, Lascoumes et Barthe, 2001), les discours médiatiques et activistes semblent confiner la maîtrise des savoirs climatiques et écologiques dans les mains des expert·es via la « scientisation » (Comby, 2008 ; Carvalho, van Wessel, & Maesele, 2016 ; Pepermans & Maesele, 2018) et la mythification du savoir scientifique (Mauger-Parat et Peliz, 2013).

Mais comment les citoyen·nes peuvent-ils et elles devenir écocitoyen·nes eu égard à la sacralisation de l'expertise dans la gestion des crises écologiques ? Plus spécifiquement, comment les jeunes envisagent-ils et elles la place de la connaissance, de l'apprentissage et de l'expertise au sein de l'écocitoyenneté ? *A fortiori*, comment la participation environnementale et écologique peut-elle se revendiquer inclusive et universelle dans un contexte où l'accès à l'éducation, et donc à l'expertise est nécessairement excluante ? C'est en lien avec ces questions que nous proposerons quelques pistes de réflexion à partir d'une analyse ethnographique multi-située des discours et des pratiques des jeunes en Belgique. Plus spécifiquement, nous étudions deux lieux distincts de participation écologique et environnementale des jeunes : (1) Les activistes pour la justice climatique et sociale ; (2) Les participants et participantes au dispositif institué « Cascade », issu·es majoritairement des classes populaires.

Selon nos premiers résultats, d'une part, les activistes semblent : (1) mettre l'accent sur le caractère crucial de l'apprentissage, de la « prise de conscience » et de la sensibilisation pour devenir éco-citoyen·nes. Pourtant cette étape d'apprentissage, présentée comme fondamentale dans le développement de l'éco-citoyenneté, est ancrée dans le présupposé erroné selon lequel les idées seraient le moteur des comportements (Bernard, 2010). (2) Paradoxalement, leurs discours semblent problématiser les modes de vie des privilégié·es en valorisant la sobriété contrainte des classes populaires ; « l'écologisme des (très) pauvres » (Filipo, 2021 ; Le Méhauté, 2021). (3) En proposant des actions peu coûteuses (par exemple, la signature de pétition ou l'interpellation des politiques via le *tag* sur les réseaux sociaux numériques, particulièrement *Twitter* et *Instagram*), les activistes créent autant de voies vers la production de nouvelles significations et normes

écocitoyennes (Bernard, 2010). D'autre part, au sein du dispositif « Cascade », dans un contexte gouverné par une tension entre « empouvoirement » et formation, les jeunes apparaissent : (1) convoquer l'expertise comme étape indispensable du chemin vers l'écocitoyenneté. (2) A la fois, nous observons un certain refus des lectures dominantes de l'écocitoyenneté et des modèles d'apprentissages articulés autour des savoirs scientifiques considérés comme trop « scolaires ». Globalement, ces résultats impliquent une remise en question des lectures dominantes de l'écocitoyenneté et de la place du savoir et de l'apprentissage en son sein.

Key Words

expertise; young people; eco-citizenship; ethnography; science; democracy.

"Ukraine's "State in a Smartphone" initiative: from sociotechnical imaginaries of innovation to infrastructural contestations of war"

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Abstract

Following the end of the 2014 Maidan revolution, digital technologies figure as a key space for imagining the future trajectory of Ukraine's development. In 2019, the Ministry of Digital Transformation launched State in a Smartphone (SiS) initiative with an ambitious goal to digitalize all public services and government documents by 2024. By 2022, SiS provided Ukrainian citizens with 25 public services and 16 digital documents, such as travel documents and Covid-19 certificates, through an accessible mobile app Diia and the eponymous web portal (Aleksenko, 2022). In a speech addressed to the tech community (President.gov.ua, 2019), Ukrainian president Volodymyr Zelenskyy described SiS as a tool that will allow Ukraine to skip several development stages and emerge as a transparent and human-centred digital state. This technologically deterministic vision was presented in the context of Ukraine's aspirations to join the EU and integrate with the EU's Digital Single Market (Iavorskyi et al., 2021).

Since its launch, SiS gained mixed reactions, some experts voiced their concerns on number of issues, such as data privacy, transparency of the processes, and the availability of digital infrastructures and broadband internet coverage (Kuzemska, 2021; Bohdanova, 2021). The start of Russia's full-scale invasion has further complicated the tensions between the aspirational visions presented by SiS and multidimensional contestations that are taking place on the infrastructural level. The country's communication infrastructure has been a target of repeated missile attacks by Russian forces. In temporarily occupied regions, the internet traffic has been rerouted to Russian ISPs (Bergengruen, 2022, Ermoshina, 2023). The start of the war has also seen a prominent role of western big tech companies in expanding their products and services to Ukraine. Among them, is the most recent transfer of all government's data and registries, including the ones used by SiS, to AWS (Moss, 2022). These events highlight the dual tension of resourcification (Bazdyrieva, 2022) by Western informational capitalism and Russia's imperial aggression that accompanies the development of SiS.

My work therefore aims to acknowledge these heterogenous tensions that are often missing in the mainstream media coverage. By drawing on the literature of STS and infrastructure studies, I will first discuss aspirational visions of nation-building inscribed in the implementation of SiS through the framework of socio-technical imaginaries (Jasanoff & Kim, 2013). The second part of my paper will focus on infrastructural sites: the recent cloud migration of government registries by big tech companies and contestations over internet rerouting in occupied territories, where Diia app is still being used. My work will rely on qualitative analysis based on non-random convenience sampling of policy documents, press releases, and posts from Telegram channels discussing the usage of Diia.

The analysis will highlight a need for critical reflection on the ongoing digital developments of SiS and the limitations of linear narratives of “rapid innovation” and “catching up with the West” in envisioning a more complex picture of Ukraine’s current resistance and future development path.

Key Words

Ukraine, digital governance, STS, infrastructure studies, “post-Soviet” space, dual coloniality